VOLUME 18, No. 11 FOR THE COIN-OP ENTERTAINMENT INDUSTRY OCTOBER 1992

PLAY METER Magazine

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NEWS BULLETIN

► **LIPKIN IS BACK...** Gene Lipkin has formed World Game Inc., a sales, distribution, and property licensing group focused on the global coin-op games market. Lipkin, whose industry career spans many years and key positions at such companies as Atari, Sega, and Data East, has signed an exclusive represention deal with Lazer-Tron to serve as Lazer-Tron's international master sales agent. In addition to Lazer-Tron, World Game's clients include TekMagik, a developer and publisher of consumer video games and Medalist marketing, an electronic dart game manufacturer. Look for Lipkin at the AMOA expo saying hi to old friends.

► **LOUISIANA POKER UPDATE...** A total of 5,390 video poker machines were in operation by Sept. 12, according to the La. State Police Video Gaming Division. It's been a slow process for the first few months, but now nearly 40 locations per day are being activated. If that number holds true to the end of the month, the number of machines may reach 6,500. The original projection was 14,000 machines in the state by June 30, 1993. The average net revenue per machine varies depending on placement; figures for truck stops (50 machines max) and race tracks and OTBs (unlimited) are different than for restaurants and taverns (three machines each). Projected revenue for the state budget was based on a $400 per week per machine average. Real numbers to date indicate a slightly lower average, ranging from $329 to $353.

To help speed up the game installation process, the police, in conjunction with central computer system supplier International Game Technology, held training sessions in late August outlining major points in site preparation. The 27-page agenda covered the pre-installation check list, the handling of fiber-optic cable, paperwork and phone line requirements, enrollment procedures, and details of the Clerk Validation Terminal (CVT) and the Location Communication Terminal (LCT).

► **GAMOA CONDUCTING SEMINAR...** The Georgia Amusement and Music Operators Association (GAMOA) will be conducting a seminar on Sunday, Oct. 11, in Atlanta, concerning Georgia's new law involving the required master license fee and permit stickers for the coin-operated amusement industry. The new law will become effective on Jan. 1, 1993. Extensive written materials, including the required filing forms, will be available for all seminar participants.

In addition, other laws affecting the coin-operated amusement industry in Georgia will be covered during the seminar. For more information about this important seminar, call GAMOA's legal counsel, Les Schneider, at (404) 365-0900.

► **HOCHMAN INTRODUCES KITS...** Steve Hochman, former president of the New York State Coin Machine Association and founder of Crown Vending Corp., is back in the coin-op business. His company, Testron, will be marketing an enhancement kit for *Street Fighter II: Champion Edition*. He said he will do enhancement kits for other games in the future. Industry veteran Larry Seigel will be representing Testron for domestic distributor and international sales. For more information call (607) 326-7207, ext. 7.

► **CAPCOM FILES CIVIL ACTION...** Capcom has filed a civil action against Chen's Vending in Los Angeles. The action is the result of a lengthy investigation by Capcom and AAMA's Bill Kidwell into the illegal sale of copied *Street Fighter II: Champion Edition* games. Kidwell noted that it is one of many suits either filed or to be filed against companies selling copied games.

► **MORE LEGAL ACTION...** On Sept. 22 U.S. Customs agents, assisted by AAMA, executed a search warrant on Norman Barman of Universal Vending in Detroit. Counterfeit product was seized along with business documents. Criminal charges are pending.

On Sept. 16 FBI agents arrested Steven Law of Cointek (USA). He was indicted on violations of federal copyright and conspiracy statutes involving *Street Fighter II: Champion Editon* and *Street Fighter II*. He was released on a $100,000 bond. Capcom had previously filed a civil action. Law's attorney maintains his client's innocence.

► **AMOA TAKES STAND AGAINST NEW MAGAZINE...** In a strongly worded letter, AMOA president Gene Urso spoke out against AAMA's plans to start its own magazine, one aimed at locations and players in an effort to promote the coin-op industry and create more awareness of new games among players.

Urso, in his letter to AAMA president Bill Rickett, said, "After reviewing all of the information and giving the subject a great deal of thought, we, the AMOA executive committee, must go on record as strongly opposing the development of an additional trade magazine."

► **ANOTHER FAMILIAR FACE AT PREMIER...** We told you last month about Steve Kaufman and L.J. Greene joining Premier. This month there's another addition—Steve Walton. Walton will be vice president of North American sales, focusing on amusement game sales in the United States and Canada. Last month Walton resigned his position as vice president of sales for Data East.

► **LEAH BETTELMAN TO BE HONORED...** Mrs. Leah Bettelman of C.A. Robinson will be the 1993 American Amusement Machine Charitable Foundation honoree. She will be honored at a banquet to be held during the ACME show in Las Vegas, March 11-13. Mrs. Bettelman is the widow of Al Bettelman, a patriarch of the coin-op industry and a friend to all who knew him. She is the mother of sons Ira and Sandy, also well-known in the industry. Play Meter's Valerie Cognevich will be writing a story on Mrs. Bettelman and her family. The proceeds from the dinner and book will go to a charity named by Mrs. Bettelman.

► **COIN CONCEPTS INTRODUCES NEW GAMES...** Get over to Coin Concepts' booth and see an array of new games. Here they are: *CCI Watch Shoppe Crane*, perfect for street operators and filled with watches throughout the playfield; *Bouncing Buc*, a two- or four-player coin pusher with family-style graphics; *Flamingo*, a Las Vegas scene on a four- or six-player pusher; *Jungle Tumble*, a kiddie ping-pong action game with animal sounds; *Exterminator*, a pinball shooting game; and *Froggy Jr.*, for kids that loved *The Frog*. Now they can launch balls with a mallet.

► **ATARI DEBUTS *SPACE LORDS*...** Atari's booth will be hopping as operators seek a look at the new dual-monitor *Space Lords*, which pits players head-to-head in a true 3-D universe. It was shown recently at a distributor preview in Chicago.

► **MORE GAMES NOT TO MISS...** SNK will be showing *Art of Fighting*, the 32nd title released for the *Neo-Geo* system. Konami will show*Lethal Enforcers*, a two-player upright gun game. Jaleco's new game, *64th Street*, is a detective story based on the kidnapping of a rich man's daughter. Jaleco will also show *Avenging Spirit*, about a young man who was ruthlessly slain and whose spirit now cries out for vengeance.

► **ANTIQUE APPARATUS AND ROCK-OLA...** Antique Apparatus recently acquired the jukebox division of Rock-Ola Manufacturing and will be showing a new Rock-Ola contemporary jukebox at AMOA. The Rock-Ola jukebox manufacturing operations are moving from Chicago to Antique Apparatus's 40,000-square-foot headquarters in Torrance, Calif. Antique Apparatus will continue to manufacture its top-of-the-line nostalgic jukeboxes under the Antique Apparatus name.

► **OPEN HOUSES PLANNED...** State Sales in Baltimore (Oct. 18); Colorado Game Exchange in Denver (Oct. 17); C.A. Robinson in Los Angeles (Oct. 16) and San Francisco (Oct. 14); Birmingham Vending in Orlando (Oct. 10); Atlas Distributing in Chicago (Oct. 15), in Ohio (Oct. 30), in Indiana (Oct. 22), and in Michigan (Oct. 29); New England Coin-Op in Norwood (Oct. 18); and Betson in Carlstadt (Oct. 8) and in Syracuse (Oct. 25). If you don't see your distributor listed, check to see if he has something planned!

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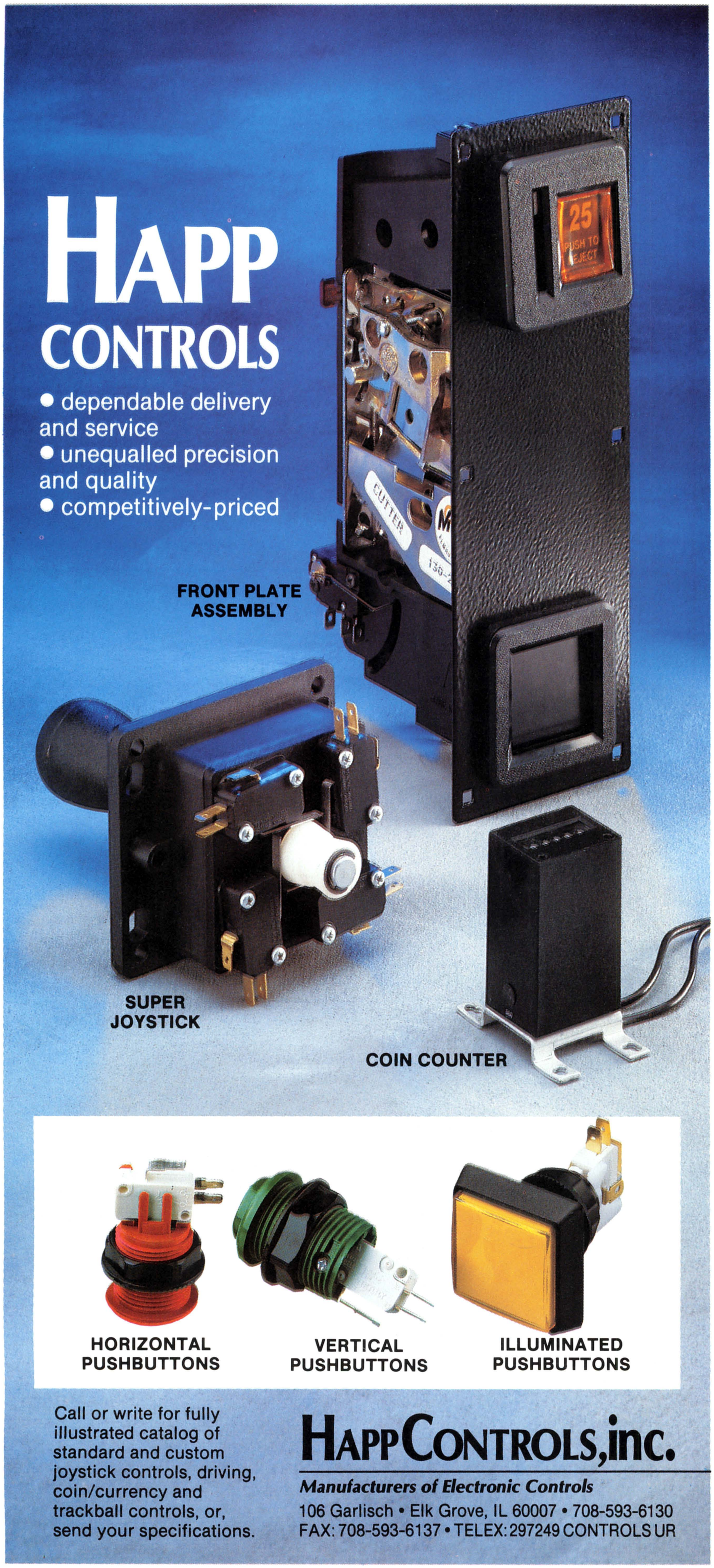
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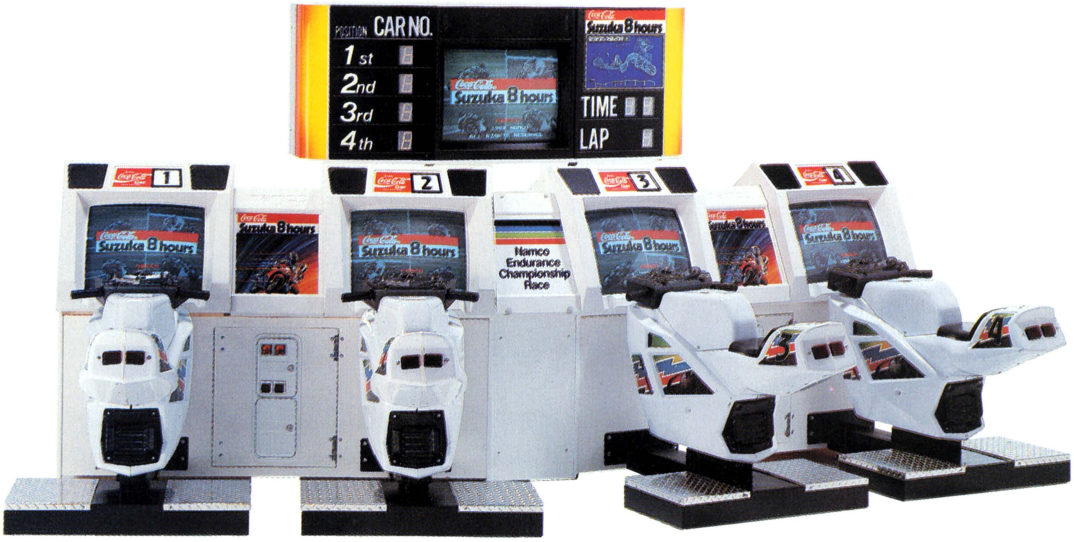
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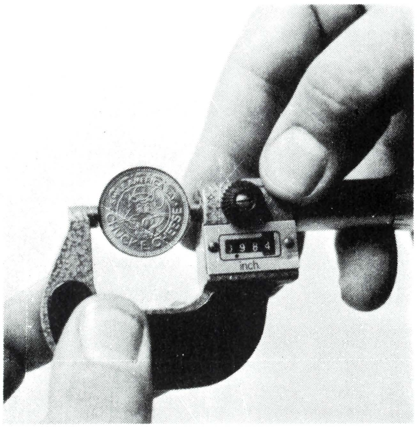

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Wading through the murky waters of Indian Gaming 40
Can amicable compacts be made between states and Indian tribes seeking gambling opportunities for their sovereign nations? The North American Gaming Regulators Association held a special conference on this very matter a few short weeks ago. Find out more about both sides of this coin.

Have you peered into a vending machine lately? 90
America is not only eating healthier at home, but also "on the run" in terms off a quick lunch or snack. Food tiems in vending machines are reflecting the close scrutiny of calories and cholesterol. David Clayton of the National Automatic Merchandizing Associaition sheds more light on this development.

Special AMOA Expo '92 Section 99
Start with the traditional "Coinman Interview" with outgoing AMOA president Gene Urso, who offers his candid assessment of the year. Follow with a tour of host city Nashville, Tenn. Then check out the commplete list of exhibitors and the floor plan rendering that makes aisle cruising a bit easier.

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COVER

Rowe is ready to declare a national holiday with the introduction of the *LaserStar America CD-100-C.* Joel Friedman (chief) and Jerry Gordon (pilgrim) strike a pose beside the company's newest American-made jukebox.

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EQUIPMENT POLL

Buying the right game can be a "make-or-break" proposition for the operator. This chart is based on operator evaluations and is designed to provide information needed to make prudent game purchases. The longevity points indicate a game's staying power.

VIDEO & PINBALL COMBINED

GAME		MFG.	POINT VALUE	MONTHS ON CHART	MONTHS IN TOP 10
1.	Race Drivin'	*(Atari)*	9.60	24	24
2.	World Heroes	*(SNK)*	9.50	1	1
3.	Street Fighter Champ. Ed.	*(Capcom)*	9.30	6	6
4.	Mortal Kombat	*(Midway)*	9.10	1	1
5.	The Addams Family	*(Bally)*	8.91	7	7
6.	Street Fighter II	*(Capcom)*	8.74	19	19
7.	Terminator 2	*(Midway)*	8.74	12	12
8.	X-Men	*(Konami)*	8.53	7	7
9.	Final Lap II	*(Namco)*	8.53	20	20
10.	Terminator 2	*(Williams)*	8.16	15	15
11.	Lethal Weapon 3	*(Data East)*	8.06	3	2
12.	Steel Talons	*(Atari)*	8.05	13	13
13.	The Getaway	*(Williams)*	7.67	6	6
14.	Sunset Riders	*(Konami)*	7.67	12	9
15.	Suzuka 8 Hours	*(Namco)*	7.67	3	1
16.	Race Drivin' Panorama	*(Atari)*	7.63	16	13
17.	The Machine	*(Williams)*	7.58	17	16
18.	Fish Tales	*(Williams)*	7.58	1	1
19.	Fun House	*(Williams)*	7.53	21	21
20.	WWF Wrestle Fest	*(Am. Technos)*	7.48	14	14
21.	Hard Drivin'	*(Atari)*	7.43	42	41
22.	Aero Fighters	*(Mc O'River)*	7.43	3	3
23.	Four Trax	*(Atari)*	7.36	29	17
24.	Batman	*(Data East)*	7.33	12	7
25.	Mad Dog McCree 35"/50"	*(Betson)*	7.30	18	6

REDEMPTION

ALLEY BOWLERS	POINT VALUE
1. Skee-Ball *(Skee-Ball)*	7.61
2. Bowlingo *(Capcom)*	5.33

SPORTS GAMES	POINT VALUE
1. Slugfest *(Williams)*	7.39
2. Shoot To Win *(Smart)*	7.00
3. Sonic Blast Man *(Taito)*	7.00
4. Hoop Shot *(Doyle)*	6.50
5. Pitch Hitter *(National Sports)*	6.40
6. Bull Pen *(Doyle)*	6.25
7. Razzle Dazzle *(Doyle)*	6.20
8. Putting Challenge *(I.C.E.)*	6.07
9. UB-QB Football *(National Sports)*	6.00
10. Batter Up! *(Doyle)*	5.50
11. Championship Basketball *(Grayhound)*	5.44
12. Pop-A-Shot *(Pop-A-Shot)*	5.33
13. Goalpost *(Doyle)*	5.33
14. Panda Pitch *(Doyle)*	5.00

SINGLE COIN PUSHERS	POINT VALUE
1. Rock 'N Roll *(Betson)*	7.63
2. Klondike *(Betson)*	7.50
3. Wedges/Ledges *(Betson)*	6.50
4. Clown Around *(Betson)*	5.83
5. Starburst *(CCI)*	5.57

SINGLE CRANES	POINT VALUE
1. Big Choice *(Betson)*	7.48
2. Clean Sweep *(Smart)*	7.25
3. Top Choice *(Betson)*	7.17
4. Action Claw *(Betson)*	7.00
5. Rainbow *(Rainbow)*	5.33
6. Hollywood Crane *(Maxwell)*	5.23
7. Skill Crane *(Grayhound)*	5.20
8. Kramer Krane *(Kramer)*	5.17
9. Challenger *(Wedges/Ledges)*	5.11
10. Maxima Jumbo *(Maxima)*	5.00

JR. BASKETBALL	POINT VALUE
1. Bozo Basketball *(Design Plus)*	6.57
2. Shoot to Win Jr. Basketball *(Smart)*	6.29
3. Jr. All American *(CCI)*	5.89

ROLL DOWNS	POINT VALUE
1. Clown Rolldown *(BayTek)*	5.67
2. Fielder's Choice *(Baytek)*	5.17
3. Dino-Roll *(Siedel)*	5.00

NOVELTY	POINT VALUE
1. Hop-A-Tic-Tac-Toe *(Data East)*	7.79
2. Rock-N-Bowl *(Bromley)*	7.83
3. Wacky Gator *(Data East)*	7.33
4. Feed Big Bertha *(Smart)*	7.00
5. Pop-A-Ball *(Coastal)*	6.93
6. Toss 'Em *(CCI)*	6.67
7. Whac-A-Mole *(Bob's Space)*	6.36
8. Hungry Hippos *(I.C.E.)*	6.14
9. Dump The Ump *(Doyle)*	6.00
10. Cosmo Gangs *(Data East)*	5.92
11. Cracky Crab *(Namco)*	5.88
12. Bozo Grand Prize *(Exit)*	5.86
13. Bank It *(Capcom)*	5.78
14. Boom Ball *(Meltec)*	5.75
15. Pop-A-Slot *(Coastal)*	5.67
16. Big Mouth *(Meltec)*	5.58
17. Skee Toss B.C. *(Betson/Skee-Ball)*	5.50
18. Lippy The Clown *(Data East)*	5.50
19. Mr. Six Gun *(Vari-Tech)*	5.50
20. Froggy *(CCI)*	5.40
21. Robo-Bop *(Coastal)*	5.33
22. Shoot Out *(Meltec)*	5.33
23. Circus Hi-Rise *(Vari-Tech)*	5.33
24. Fire Fighter *(CCI)*	5.29
25. Pop-A-Tac-Toe *(Coastal)*	5.25
26. Four By Four *(Exidy)*	5.25
27. Knock Down *(Meltec)*	5.00
28. TMNT Pizza Drop *(Exit)*	5.00
29. Can Alley *(Bob's Space)*	5.00

EQUIPMENT POLL

VIDEO KITS

	GAME	POINT VALUE	LONGEVITY POINTS
1.	World Heroes (*SNK*)	9.50	59
2.	Street Fighter Champ. Ed. (*Capcom*)	9.30	357
3.	Street Fighter II (*Capcom*)	8.74	1,065
4.	Sunset Riders (*Konami*)	7.67	489
5.	WWF Wrestle Fest (*Am. Technos*)	7.48	677
6.	Aero Fighters (*Mc O'River*)	7.43	119
7.	Super High Impact (*Midway*)	7.23	519
8.	Road Riot (*Atari*)	7.11	655
9.	Captain America (*Data East*)	6.93	510
10.	Turbo Out Run (*Sega*)	6.87	1,238
11.	Knights Of The Round (*Capcom*)	6.77	139
12.	Turtles In Time (*Konami*)	6.61	137
13.	Final Fight (*Capcom*)	6.58	1,142
14.	King Of The Monsters 2 (*SNK*)	6.53	80
15.	Fatal Fury (*SNK*)	6.43	291
16.	Track-Pak (*Leland*)	6.35	626
17.	G.I. Joe (*Konami*)	6.30	7
18.	Burning Fight (*SNK*)	6.17	223
19.	Art Of Fighting (*SNK*)	6.13	4
20.	Super Baseball 2020 (*SNK*)	6.10	481
21.	Relief Pitcher (*Atari*)	6.07	72
22.	Rai Den II (*Fabtek*)	6.06	*
23.	Clutch Hitter (*Sega*)	6.03	420
24.	High Impact Football (*Midway*)	6.00	585
25.	Rim Rockin' Basketball (*Strata*)	6.00	165
26.	King Of Dragons (*Romstar*)	5.85	42
27.	Spider-Man (*Sega*)	5.83	204
28.	Mutation Nation (*SNK*)	5.70	5
29.	Baseball Stars (*SNK*)	5.56	1
30.	Capcom Bowling (*Capcom*)	5.55	9
31.	Addams Family (*Ocean*)	5.55	*
32.	Hydra (*Atari*)	5.52	7
33.	Pit-Fighter (*Atari*)	5.48	563
34.	King Of The Monsters (*SNK*)	5.48	*
35.	Smash TV (*Midway*)	5.39	*

VIDEO DEDICATED

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Race Drivin' (*Atari*)	9.60	1,261
2.	Mortal Kombat (*Midway*)	9.10	57
3.	Terminator 2 (*Midway*)	8.74	683
4.	X-Men (*Konami*)	8.53	369
5.	Final Lap II (*Namco*)	8.53	970
6.	Steel Talons (*Atari*)	8.05	691
7.	Suzuka 8 Hours (*Namco*)	7.67	115
8.	Race Drivin' Panorama (*Atari*)	7.63	701
9.	Hard Drivin (*Atari*)	7.43	2,013
10.	Four Trax (*Atari*)	7.36	1,004
11.	Mad Dog McCree 35''/50'' (*Betson*)	7.30	656
12.	Final Lap (*Atari*)	7.29	1,592
13.	Double Axle (*Taito*)	6.84	327
14.	Total Carnage (*Midway*)	6.80	193
15.	Exhaust Note (*Sega*)	6.67	129

PINBALLS

	GAME	POINT VALUE	LONGEVITY POINTS
1.	The Addams Family (*Bally*)	8.91	464
2.	Terminator 2 (*Williams*)	8.16	847
3.	Lethal Weapon 3 (*Data East*)	8.06	118
4.	The Getaway (*Williams*)	7.67	313
5.	The Machine (*Williams*)	7.58	777
6.	Fish Tales (*Williams*)	7.58	43
7.	Fun House (*Williams*)	7.53	1,058
8.	Batman (*Data East*)	7.33	397
9.	Star Trek (*Data East*)	7.10	396
10.	Party Zone (*Bally*)	7.07	342
11.	Hook (*Data East*)	6.77	256
12.	Whirlwind (*Williams*)	6.75	1,131
13.	Hurricane (*Williams*)	6.67	397
14.	Gilligan's Island (*Bally*)	6.61	619
15.	Super Mario Bros. (*Premier*)	6.57	97

* New or reappearing games.

FROM THE EDITOR

Not my little boy

If there's one thing parents have in common, it's that they love their kids. We love them so much that we view everything they do through those special "parent" eyes. You know the ones I mean: the ones that could never, not even for a minute, believe that our offspring could do wrong. And even if they do, it's definitely not their fault.

We tend to believe that mitigating circumstances must have been in play at the time of the transgression. What it boils down to is that we make excuses for those little rascals. My mother-in-law is the ultimate example in this area. First let me explain that she is the most wonderful person who ever lived. She not only raised six children, but took each of their spouses into her heart like they were her own. She always sees the good in everyone and I've never heard her talk bad about anyone.

Her special parent eyes worked overtime when it came to my husband Russell, probably her wildest child. One of Russell's friends told me about the time a policeman came to the door looking for him but changed his mind after confronting my mother-in-law. The neighbors still remember seeing her with one child or the other marching over to the school to talk with the teacher.

Ironically, today Russell is just like his mother. He is a wonderful, caring person, who is as apt to look at the good in everyone. He credits his mother for believing in him—or just believing him no matter how the evidence looked. Here's one example of how talented my mother-in-law was at making excuses for the kids:

Last week we were sitting around my mother-in-law's kitchen table talking about when we were teenagers. Up came the story of the *spun drive shaft*. In his younger days, Russell was driving his mother's 1960 Mercury (drag racing was probably more like it!). If you don't recall those dinosaurs, I'll refresh your memory—a 430-cubic-inch Lincoln engine with way too much power. Anyway, Russell backs the car up at about 40 miles per hour and slams the gear shift from reverse to drive while stomping on the accelerator. The drive shaft was twisted like a limp dish rag.

Although that was about 30 years ago and Russell admits that he *may* have played a small part in the demise of the drive shaft, what does his mother say about it? "I just know that it was a defective drive shaft from the factory. We should have taken it back to the dealer!"

Her other son, Curtis, borrowed her car one day. When she used it the next time she ran out of gas while backing out of the driveway. While we all cursed Curtis for being so irresponsible, she simply explained that the gas gauge was probably acting up and he didn't realize how little gas there was in the car. Luckily, though, that gas gauge never did act up again.

Even at 44 years old, her boys are still her boys. Things will never change. I'm proud to be one of her extended family. I'm not perfect. I know that she knows it, too. But she loves me and no matter what I do, she will be there encouraging me and telling me how wonderful I am. She will be doing the same thing for her kids, their wives, their husbands, her grandchildren, and even a few others who still show up on the doorstep for a pat on the back and a few kind words.

Those in the coin-op industry have our own special "industry" eyes. We love the coin machine business and have no doubt that it's a great industry to be in. We hear derogatory remarks and immediately come to its defense. Oh, we know it's far from perfect and we'll even talk about it among ourselves. But don't let anyone else say it.

There are a number of states weighing the pros and cons of adopting a video poker law. Unfortunately, Oregon passed a law that bypassed operators. The coin-op industry was devastated and outraged. We know that operators are the perfect, most logical choice to run this type of equipment. But the people passing these laws aren't our parents. They aren't looking at the industry with those special eyes. They are only looking at one thing: getting as much money for the state.

And although we are hesitant to admit it, there are those operators that don't lend much to the already fragile image. We tolerate them because we know that they aren't the typical operators. You know the ones I mean; no further elaboration is needed. We saw an influx of operators who didn't know a coin chute from a joystick getting into the business during the video boom. Where are most of them now? Selling cellular phones, perhaps? The point is that they weren't really a part of the industry in every sense of the word; they simply saw it as a way to make a quick buck.

These people, though, had an effect on the rest of the industry because to the outside world, they were the industry. We have to be realistic about how we are perceived. We all need to work a little harder to make sure the industry is not considered a bad child. Maybe a little discipline is needed. When legislators are making video lottery decisions, they don't owe operators anything. However, the industry should have already made it clear that having operators involved will be an added benefit toward the success of video lottery.

Not only video lottery; coin-operated entertainment is our specialty. There's a whole lot of good in this industry. Let's take a critical look at ourselves and strive to make sure that we are a child that parents don't have to constantly make excuses for. ☐

Valerie Cognevich

Valerie Cognevich
Editor

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LETTERS

Too much violence

We feel compelled to protest the new levels of graphic violence, fighting, and gore that the latest video games have featured. We find these games to be counterproductive to the image of our industry and certainly not in the best interest of our youthful clientele.

In a letter to AAMA (American Amusement Machine Association) in 1989 we protested this trend. However, instead of having the positive effect of reducing aggression, the violent realism has continued to escalate.

We refuse to buy and use these controversial games in the hope that our message will get through to our game manufacturers. Even though we can be hurt financially by making this stand, we accept that eventuality. Additionally, we have received a significant number of complaints from parents, customers, employees, relatives, and friends about the prevalence of fighting games and the increase in the violent and inappropriate themes. The use of these game is indefensible. We fear for the repercussions these games are sure to cause our industry.

It is time to develop non-violent games based on previously successful themes with updated, exciting graphics and software. We are now seeing entire families in our game rooms. Many family members do not wish to play video games with such aggressive themes. Although sex and violence are pervasive in the entertainment industry, it does not have to be that way in our industry, where children are still our mainstream customer.

It is time to do our own policing before others do it for us!

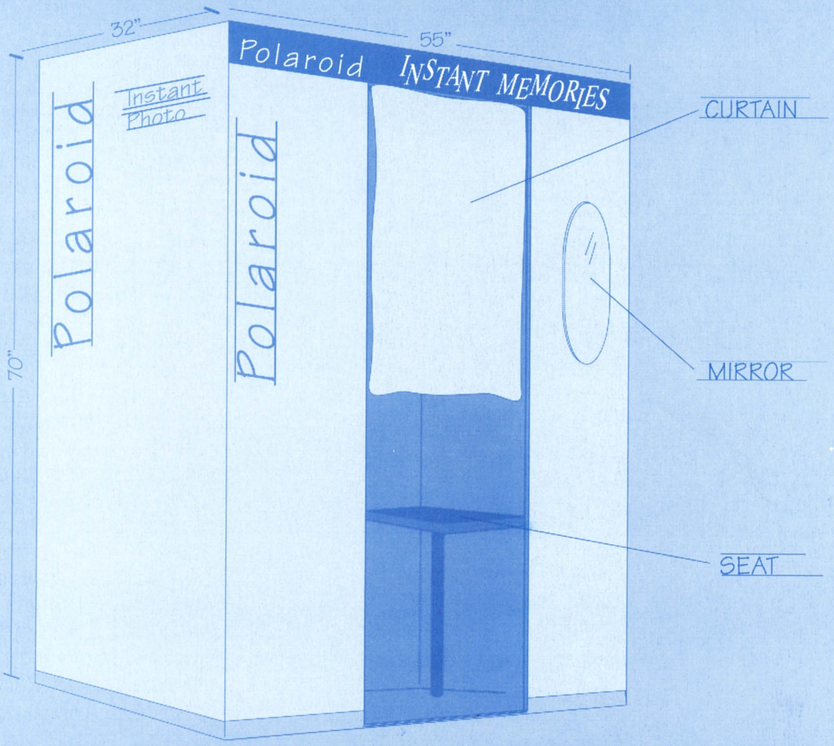
Tom McAuliffe and Frank Ash
Champions Amusement Centers
Bala Cynwyd, PA

Editor's note: Tom and Frank have both spent many years in this business; I have a great deal of respect for both of them. I'd like to hear what some of the manufacturers have to say about this trend in video games. I invite all of them to reply to this letter and I will print every one I receive. I think it will be a fairly good gauge of how concerned the manufacturers are about a deep feeling from not only these two men, but from many others as well.

GET IN ON THE GROUND FLOOR

3/4 VIEW

SCALE: 1/2"=1'• 0"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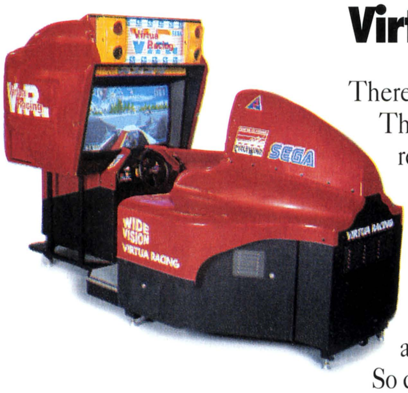

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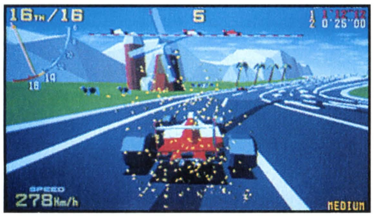
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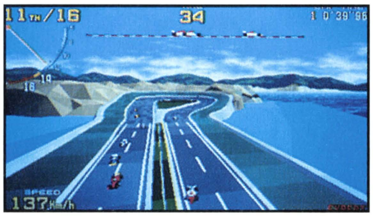
MEDIUM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19
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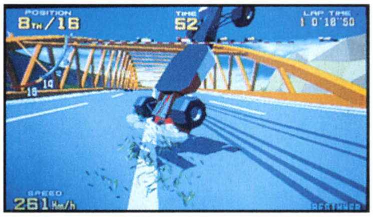
POSITION
8TH/16
TIME
52
LAP TIME
1 0'18"50
18
19
SPEED
261Km/h

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Namco signs agreement

Masaya Nakamura, chairman and chief executive officer of Namco Ltd. in Japan, has announced the signing of an agreement with Brent Walker Leisure Ltd. in London, England. Under the agreement, a newly created subsidiary of Namco will purchase certain assets of the manufacturing and distribution business of Brent Walker, a subsidiary of the Brent Walker Group PLC.

Namco and Brent Walker will work closely to achieve a smooth transition of business activities. The proposed acquisition will help consolidate Namco's position as a world leader in the amusement machine business, while helping to satisfy the Brent Walker Group's objective of divesting itself of its non-core business.

Namco will continue trading under the name of Brent Leisure and will conduct its business activities from the existing headquarters of Brent Walker Leisure in London. The majority of Brent Walker's personnel will remain at their posts.

South American show cancelled

After careful consideration, the American Amusement Machine Association (AAMA) executive committee and Mark Struhs, chairman of AAMA's foreign business development committee, announced that the show scheduled for November in Sao Paulo, Brazil, has been canceled.

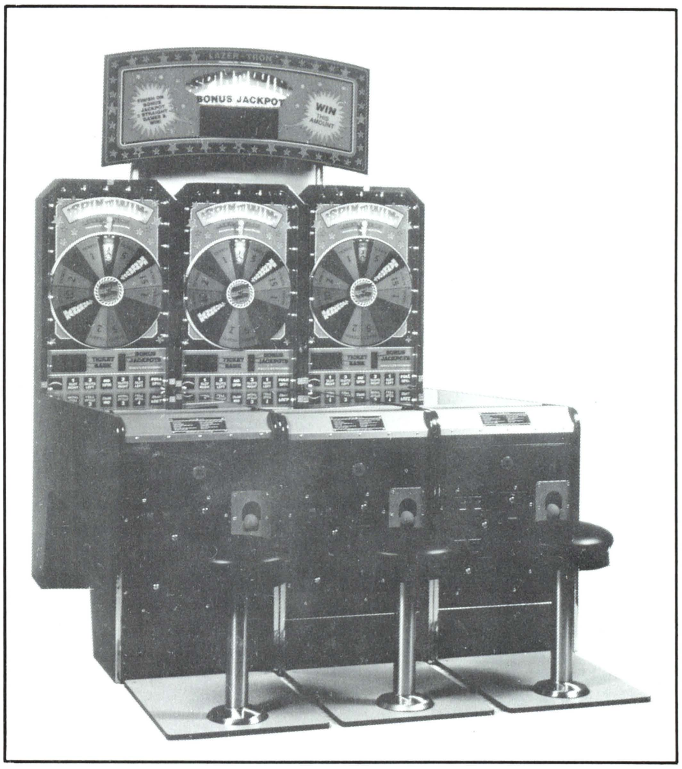
Struhs explained, "With Brazilian president Fernando Collor de Mello facing a variety of political problems, it's best to postpone our exposition." He adds that South America still remains a viable marketplace for the coin machine industry and plans call for the show to be rescheduled in 1993.

Williams makes changes

Williams-Bally/Midway has announced innovations in pinball game packaging that will help customers adhere to local recycling laws.

Packaging materials for pinball machines will now be made of honeycomb cardboard blocks; polystyrene will no longer be used as cushioning material.

Additionally, all Williams-Bally/Midway machines are being manufactured with an IEC 320 power input connection, the same one used on computers. International and domestic customers are now supplied with cord sets which will plug into the appropriate electrical receptacle in the field.



Spin to Win

Lazer-Tron spins out a winner

By now you've all heard of Lazer-Tron. The company has developed such hit games as *Hop-A-Tic-Tac-Toe* and *Bank-It*. In fact, *Hop-A-Tic-Tac-Toe*, licensed by Data East, won the Play Meter award for excellence last year.

Lazer-Tron will be showing its latest, *Spin to Win,* at AMOA. It's a combination of a roll down game and the "Wheel of Fortune," featuring huge bonus ticket jackpots.

The game has been through rigorous design and testing to ensure that it is a skill-dominant redemption game. Lazer-Tron consulted with experts on the issue of skill vs. chance. The well-known firm of Bob Snyder and Associates examined the finished product, deeming it a game of skill.

Pirate's Hideaway

PIRATE'S
HIDEAW
TRUCT

Sue Monday, vice president of Spirit Design, is seen here with Barry Watkins, owner and developer of Pirate's Hideaway and Craig Wickersham of Spirit. They are putting the finishing touches on a new children's entertainment center, Plunder Island. When completed, it will house the largest and highest interactive play equipment in the country. A tunnel connects the play area to the galley and party rooms. It will feature a new computerized pizza machine, capable of producing 240 pizzas per hour using one employee. Pirate's Hideaway is located adjacent to the Giant Dipper roller coaster in San Diego's Belmont Park.

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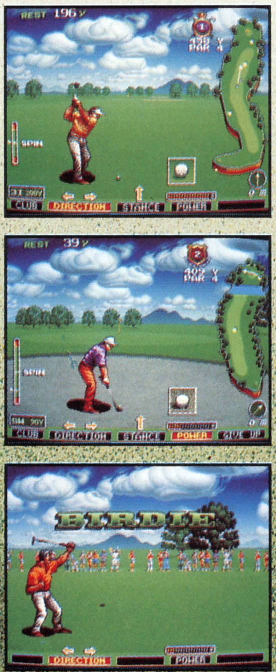
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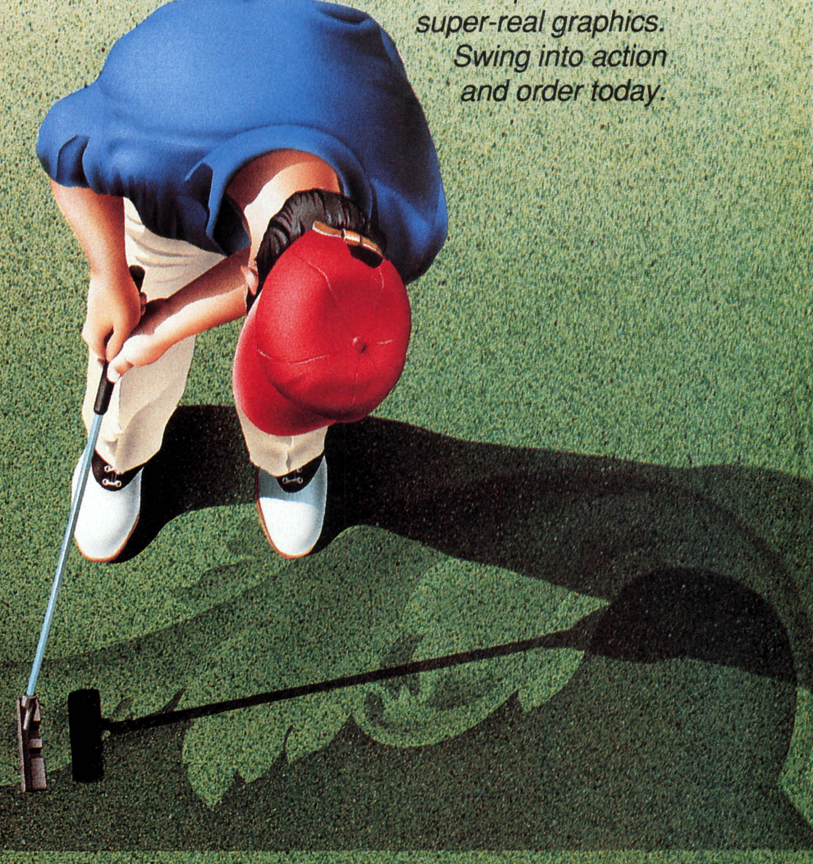

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Going for the ice cream

In an article in the Sept. 1 issue of "The Wall Street Journal," author Joseph Pereira takes a look at what is luring players into arcades. He quotes a young player who said, "Home games are kinda like milk. And arcades are kinda like ice cream."

Here's a few more excerpts from the article titled "Arcades try hot new games to lure players":

"With the newest home systems upgrading to 16-bit chips from 8-bit systems, the arcade operators have topped them with 32-bit chips, in many cases packing a half dozen into a single game machine with as much bang as a powerful mini computer. And more and more arcade games boast three-dimensional 'polygon' graphics that are to home games what color TV is to black-and-white.

"Indeed, arcade operators are counting on advanced technology to attract customers and reverse a two-year slump ...Much of the blame goes to more sophisticated home games. Why pay to do something in an arcade that you can do free at home?

"Namco Ltd. of Japan, which opened its first CyberStation Amusement Zone two years ago in the U.S., will have 54 such entertainment spots by year's end. Its current game is *Suzuka 8 Hours*. The game's polygon graphics simulate much of the detail of a real course."

Bill Beckham of Red Baron of Ohio was quoted on the cost of the newest games. "The cost is especially daunting because there's no guarantee that a game is going to score big among arcade aficionados. It's like a voyage of the Starship Enterprise. You never know what to expect after each new landing.

"Even some adults are hooked. 'This is unbelievable,' said David Taylor, an attorney, skidding down a precipitous mountain pass on an Atari *Road Riot*. A colleague seated next to him, Seth Samuelson, is slightly ahead in this two-man race. Both are on lunch break. 'I'm due back in court in 25 minutes,' said Taylor, his eyes fixed on the winding road. 'In the mean time, I'm pretending I'm on vacation somewhere near the Great Divide.' "

The article also mentioned some other enticing games from Capcom and Konami as the answer to the latest technological firepower.

After reading this report, everyone should be anxious to cruise the AMOA aisles, seeking out the latest equipment to lure players out of their homes and into the arcades.

Cassata honored by "INC."

Bob Cassata

Bob Cassata, owner and CEO of Bob's Space Racers, has been honored as the manufacturing entrepreneur of the year by "INC. Magazine" and cosponsors, Ernst & Young, Merrill Lynch, Precision Response Corp., and Sensormatic. Cassata was selected from a large field of distinguished business executives and successful companies to win the award for the Florida region.

Awards were given in 39 regions around the United States. Each recipient will be eligible for national honors. Bob's Space Racers was the only amusement industry company among the nominees for 1992.

Cassata began in the amusement industry as a concessionaire in Daytona Beach, Fla., in the mid-'60s, while continuing to work as a construction superintendent. By the late '60s he was running his own road operation and was one of the early innovators of trailerized games. After a few years on the road, Cassata began to develop ideas for original games. He introduced the first *Space Racer* game during the 1970 season and it was a big success. Soon after that he began to manufacture games for other operators and began a growth period that continues today.

Cassata's line of games includes: *Whac-A-Mole, Sidewinder, Roll-A-Ball, Bowler Roller, Super Shifter, Water Games, Crossbow Shoot, Can Alley, Gotcha, Bully Buster, Pattie Cakes, Hot Spot, Gun Ball*, and the latest, *Rising Water*.

Mad Dog II introduced

American Laser Games will be showing its latest live action arcade game at AMOA. *Mad Dog II: The Lost Gold* puts the player into an Old West setting and challenges him to find the gold treasure hidden in a cave.

The player chooses one of three guides to help him reach his gold; each guide has his own scenarios the player will encounter.

Robert Grebe, president of the company, said, "This game has more sound, motion, and storyline options than any previous game we have created. We expect it to be just as popular, if not more so, than the original *Mad Dog McCree*."

In addition, American Laser Games has signed an agreement with Nintendo to develop product for the Super Nintendo Entertainment System. *Mad Dog II* will be one of American Laser Games' titles to be considered for Nintendo's new CD ROM format, scheduled to be introduced next year.

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IFPA guides and scoresheets

The International Flipper Pinball Association (IFPA) has recently sent the latest editions of IFPA's pinball league captain's guides and scoresheets to its 50-plus charter operator members. The items are the result of painstaking league evaluation and refinement and touted as a giant step forward for the association.

Under the direction of IFPA rules committee chairman Mike Jensen of Jim Stansfield Vending, the IFPA has developed a system for association-wide standardization. The system lays down complete rules and scoring procedures, while enabling IFPA to evaluate and classify its league players.

According to Jensen, "The guides and scoresheets are very important. They've put all of our members on the same page, so to speak. This kind of standardization is key to putting IFPA on the fast track to success." He added that he believes almost anyone can follow this program. "It's just a matter of following the directions!"

The 1992 fall league season will see programs up and running in Pennsylvania, North Carolina, South Carolina, Ohio, Illinois, Iowa, Nebraska, Texas, Arizona, California, Washington, Alaska, Montana, Wyoming, and Colorado. The strength of the league program is still centered in Minnesota and Wisconsin. England, Canada, Spain, and Australia also actively participate in the program.

IFPA president Sharon Harris of Stan Harris and Co. in Philadelphia says she is excited about the momentum IFPA has gained. She said, "With the ongoing support of AMOA, the manufacturer sponsors, and some really dedicated board and association volunteers, we expect to accomplish great things for pinball. We've made a lot of progress; now it's up to the operators to take advantage of it."

IFPA promotes league play in much the same way as darts, pool, or bowling. Pinball league teams are made up of two players. The teams compete once a week for about nine to 12 weeks, depending on the size of the league. Matches consist of players playing six games, four with their partner and two as singles. Game wins, individual wins, match wins, match high scores, and beating a machine's replay level are all tracked and used to determine league standings. Individual composite pinball averages—CPAs, which are personal skill ratings, are also generated from this information.

If you want to learn more about IFPA, you can write, call, or FAX the IFPA office. Here's the numbers: 141 West Vine St., Milwaukee, WI 53212; (414)263-0233 or FAX (414) 265-9199

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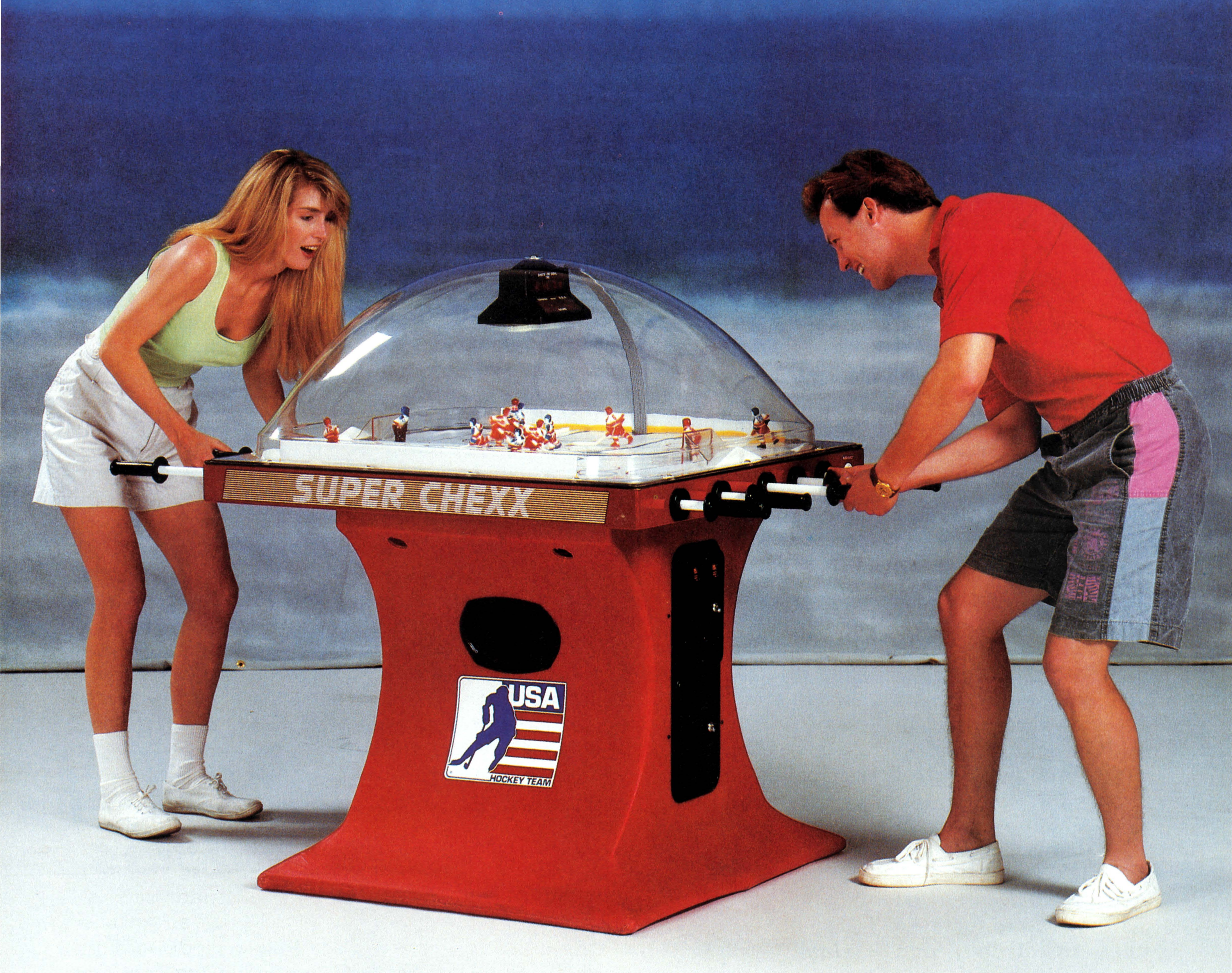

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AAMA honored by NCPCA

The American Amusement Machine Association (AAMA) has been honored for its role in child abuse prevention. Four years ago, AAMA began producing a series of child abuse prevention posters on behalf of the National Committee for Prevention of Child Abuse (NCPCA).

On Aug. 29, the NCPCA recognized AAMA at a Founder's Dinner during its 1992 Child Abuse Prevention Leadership Conference in Chicago. Over 250 leaders from prevention organizations worldwide attended the dinner.

AAMA president Bill Rickett and executive director Bob Fay accepted the award, which reads: "Presented to the American Amusement Machine Association with sincere gratitude and respect for your outstanding contribution to public awareness of child abuse and the importance of preventing it."

Accepting the award, Rickett said, "AAMA and its members wholeheartedly support your valiant efforts. AAMA is pleased that it can help in some small way in the prevention of child abuse."

The audience erupted into applause when Rickett announced that New York Knicks and U.S. Olympic "Dream Team" member Patrick Ewing and his son will appear on the 1993 poster. Previous posters have featured New York Yankee Don Mattingly; sports announcer John Madden; "Wonder Years" star Fred Savage; Texas Ranger Nolan Ryan; and Bo Jackson, who graced this year's poster.

Coastal debuts *Bankroll* at AMOA

Coastal Amusement Distributors of Lakewood, N.J., makers of *Pop-A-Ball, Pop-A-Tac-Toe, Pop-A-Slot*, and *Poker Roll*, will introduce a new roll down game at the AMOA expo. The skill redemption game is titled *Bankroll*.

A 25-inch monitor on the game provides larger-than-life graphics that keep players mesmerized as they roll to increase their ticket bank and avoid going bust.

Bankroll includes an individual game bonus jackpot and is available with an optional linked progressive jackpot that enables a bank of *Bankroll* games to really rack up the points.

The linked progressive system is a state-of-the-art, tri-color, dot-matrix display that is "message capable," making it not only a progressive jackpot but also a point-of-sale advertising center.

According to Bob Keelyn of Coastal, "Every time the player puts a coin in the game it increments the progressive sign. The operator can adjust the increments. In addition, this is one form of entertainment that offers a built-in promotional tool and advertising for the location. It's something unique."

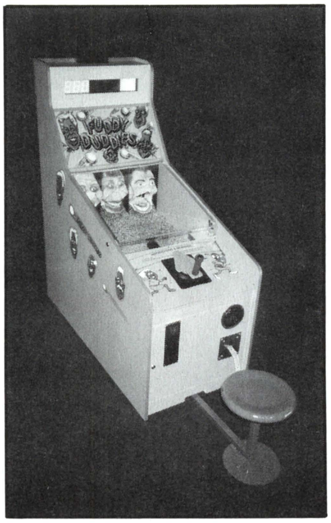
Suggested usage of the message center includes notification of special discounts, happy birthday greetings to customers, and reminders of the location's birthday specials or upcoming events.

Coastal's extensive line of redemption games and kiddie rides will be on display at the expo.

See the new *Fuddy Duddies*

GaMCO will be showing the full production model of *Fuddy Duddies* at the AMOA show. It was shown as a prototype at ACME.

According to GaMCO's Ron Yaffe, the game has had extensive testing and is showing very impressive earnings. Although *Fuddy Duddies* was designed with kids in mind, in test markets adults are enjoying it as well.



Fuddy Duddies

Ping pong balls automatically fire in a fast, rapid-fire style at the faces and open mouths of the fuddy duddies, a group of zany looking characters. The mouths open and close slowly, as players attempt to get as many balls as they can into the mouths while they are open. See it at GaMCO's booth, where you will also see a few other redemption surprises!

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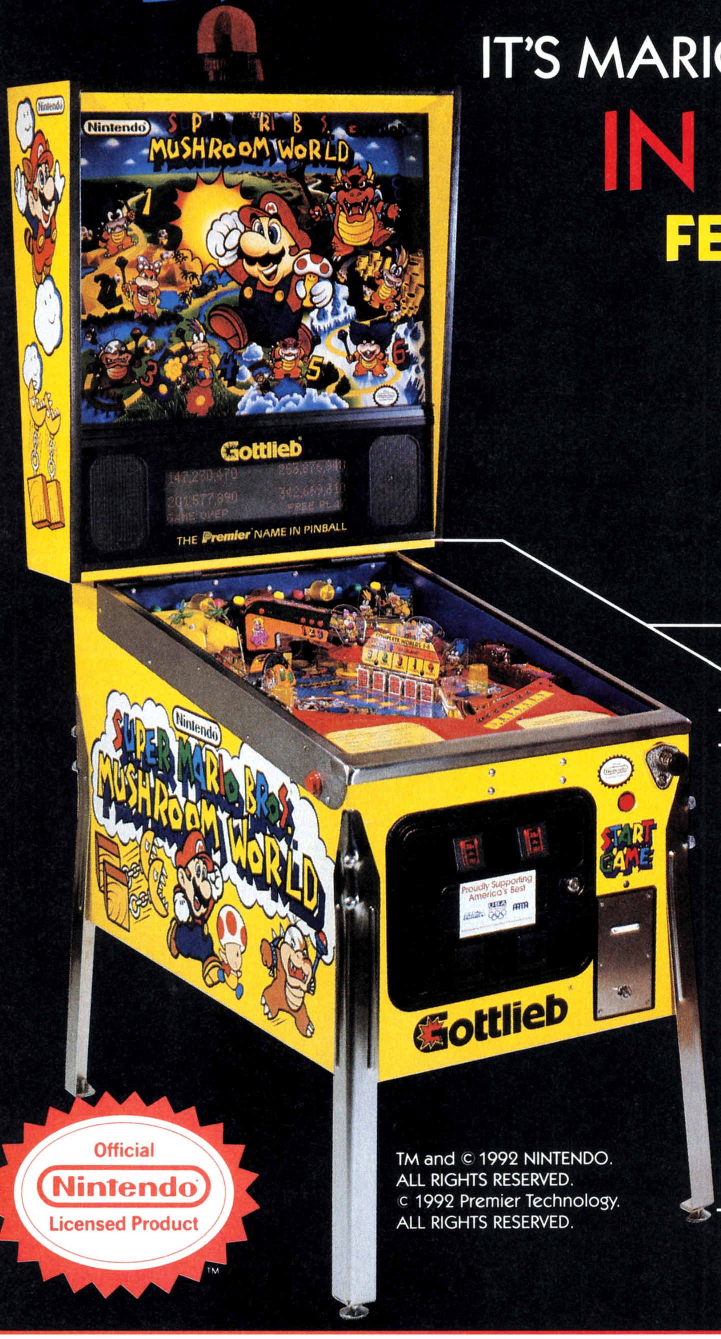

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Valley readies for annual championships

Valley promotion manager Dave Kristal has announced plans for the 1992-93 Valley Cup dart program. The finals are scheduled for March 13, 1993, at the Sahara Hotel and Casino in Las Vegas. This marks the seventh year of the Valley Cup promotion, which offers qualified *Cougar Dart* operators the opportunity to send players to Las Vegas free of charge.

Kristal explained the offer: "Dart operators who own 50 *Cougar Dart* games are eligible to hold a regional qualifying tournament. Valley will provide tournament dart games through your distributor at no cost. For the winners of each local qualifier (one man and one woman), Valley pays for round-trip air fare to Las Vegas, two nights lodging, a 'suds-n-chips' party, and a banquet. Up to four players may be sent if half the tournament games are purchased, with a minimum of five games. Four North American champions will comprise Team USA and be sent to Valley's World Cup tournament."

Kristal added that a tournament kit and numerous promotional items are provided by Valley for regional events. He is expecting more than 60 regional events in over 20 states. An estimated 15,000 dart enthusiasts participated in 37 of these events last year.

For more information, call Kristal at (800) 248-2837.

Chan joins Pioneer Laser Entertainment

Mark Chan has been named Pioneer Laser Entertainment's western regional sales manager. Chan has been in the coin-op industry 13 years, holding positions at General Coin, General Leisure, and Dunis Distributing.

Chan's new duties will include servicing existing accounts and exploring new sales opportunities for Pioneer's product line. Said Chan, "I am looking forward to coming on board at a company with such a great reputation. My expertise with the product will mean I can hit the ground running."

"TOP SCORER" FOR TOP EARNINGS

The world's favorite air cushion hockey game has a brand-new heads-up scoring system–Top Scorer! Heavy gauge, chrome-plated tubular steel side bars support the largest Digital Read-Out scoring system available in the market. This rugged scorer is designed to withstand the stress of active players in busy locations. The electronics have proven solid-state reliability and are easily serviced.

Top Scorer is available as an option on all new SST's. It is also available as an optional retrofit to all existing SST's on location including those made by U.S. Billiards. The easy-to-install Top Scorer retrofit converts any existing SST in the field–even your older SST's with step-up light scoring–to both Big Digital Scoring and Over the Top Scoring at the same time. It works with all existing logic boards and gives a whole new look and excitement that will help to increase play–and earnings! Call, fax or write today and order your SST with Top Scorer or Top Scorer retro kit and get in with the action.

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with Top Scorer and Stainless Steel Top

Margold settles in at NSM; intros new jukebox at show

John Margold

John Margold, who we announced last month was joining NSM, has returned from a trip to Germany to visit company headquarters. Margold, who will be the vice president of sales and marketing, told us he has found a home in the Chicago area and he and his wife Julie are settling in.

He will be manning the NSM booth at AMOA and welcomes new and old friends to stop by. "This company has grown so much in the last few years and has some terrific product. I am very happy to be associated with NSM," he said.

He added that show-goers will be in for a surprise when they see the new NSM *Performer Classic*, to be introduced at AMOA. "It looks strikingly similar to its 'sister machine,' the *Performer Grand*, but has its own unique personality," said Margold.

While it has all of NSM's hallmarks—the visible mechanism, the four-by-four picture display title strip presentation, the eye-level digital display, and the full 100-CD "quick change artist" changer—it also has its own special features. It is bathed in bold swaths of bright blues and reds, then lit and mirrored to continuously shower color on both the machine and the floor around it. At the top there is animated "laser-chase" lighting to catch the eye of patrons from across a room.

But the biggest difference is the size. NSM calls it an "economy" jukebox, significantly smaller in size so it can fit into locations where space is tight. And the price is smaller, too. See the new jukebox at the NSM booth, while saying hi to Margold and the rest of the NSM staff.

SST AIR CUSHION HOCKEY WITH STAINLESS STEEL TOP THAT WON'T WEAR OUT

SST is America's original and best-selling air cushion hockey game. Its durability, consistent earnings and heavy-duty construction are well known. SST's have lasted years on location with little more than routine maintenance.

SST's super-fast action and familiar red, white and blue profile have made it a recognizable favorite preferred by players all over the country.

Easy serviceability, secure cash box and adjustable time and scoring are some of the features that make it the preferred game with both operators and players.

Call today to order yours and get in on the durable game that lasts forever.

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Solid, sturdy cabinet with attractive mica
Easy service access–both ends open for cleaning and service

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$1995 with optional mica top

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NAMA attracts major companies

"Many new and existing companies who offer food, refreshments and other items are taking a serious look at our industry and deciding that the vending market may offer significant growth potential and market exposure for their products," said James A. Rost, president of the National Automatic Merchandising Association (NAMA).

Rost is encouraged by this and other signs that point to a healthy industry as NAMA gets ready for its 46th annual national convention and trade show in Washington, D.C., on Nov. 5.

Despite America's economic recession, the vending industry is responding well to consumer demands for more variety of product, especially nutritious refreshments, major national brands, and ethnic foods. Some of the newer items exhibitors plan to display include bagel hot dogs, chicken wings, high energy snack bars, wholesome sandwiches, and pita pocket sandwiches.

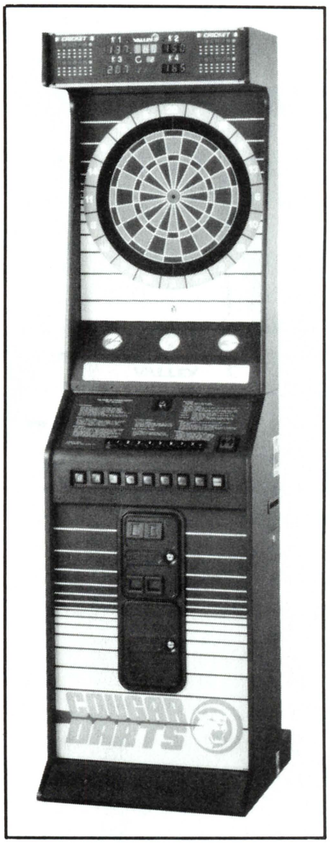
There will be an educational conference which will include more than a dozen seminars on such topics as frozen food, commissaries, vending route accountability, crisis planning, evaluating locations, and selling a vending account, to name a few.

For more information on NAMA, call (312) 346-0370.

Cute, huh!

Lou Larson of Atlas Distributors sent us this cute photo with a note: "Cutting their cost of operating has always been a subject that we portray to our customers as very important! Jake and Margaret Nikituk, owners of Pro Vending, took our suggestions a little too far by adding their six-month-old daughter Margaret Elizabeth in a *Big Choice* crane!"

Cougar Darts correction



Valley's *Cougar Darts.*

In our Fall Buyer's Guide issue we inadvertently printed an outdated photo of the *Cougar Darts* game by Valley Recreation Products. The correct 1992 model game appears here. We are sorry for any confusion this may have caused Valley customers.

Cougar Darts features simplified front entry, overhead scoring with four-player Cricket standard, infra-red automatic player change, multi-colored upper display, league software with feats readout, flush mounting for shadow-free play, the spider closest to the bristle board, and Valley's selectable, patented double bull's eye. Target segments carry a five-year or 50,000 game warranty (whichever is longer). The game is in compliance with NRTL listed MET and UL22 listing No. FT-115-WCK, all industry exclusives.

World Series of Darts gets plans underway

Merit Industries has announced the Sixth Annual World Series of Darts schedule for 1992-93, with seven North American regional tournaments.

The first is the Sunshine Classic, to be held October 30 in Tampa, Fla. and sponsored by American Vending and Birmingham Vending. Future events will be held in Butler, Pa., (Keystone Classic, sponsored by Mondial and Bald Hills Amusements); Los Angeles (L.A. Open, sponsored by Tri-Vending); Sacramento, Calif., (California Classic, sponsored by Tri-Vending); Portland, Ore., (Northwest Open); and Trumbull, Conn. (Connecticut Classic).

This year, the average guaranteed payout will be $10,000 plus trophies and awards. The emphasis of the World Series will be to encourage more local league players to get involved in darts at the regional level.

Merit welcomes Great Lakes Dart Distributors as a World Series sponsor, providing players with electronic darts and accessories.

For more information, contact Bob Wiles at (800) 523-2760.

NEW! NEW! NEW! NEW! NEW!

MAD DOG McCREE

25" MONITOR FORMAT

Space Saver Design

Now available in one of America's top earning games.

CABINET DIMENSIONS:

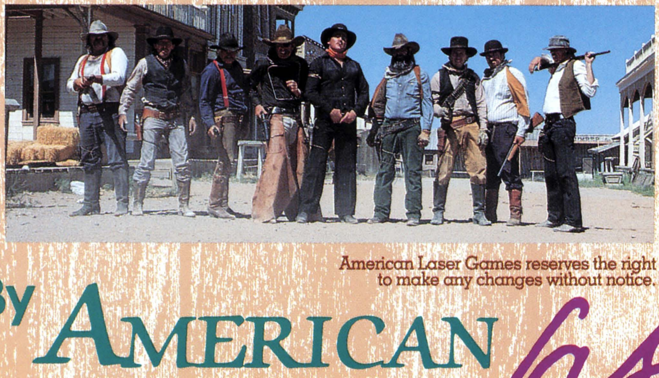
25" Monitor	27½" Width	32" Depth
78" Height	Weight 400 lbs.	

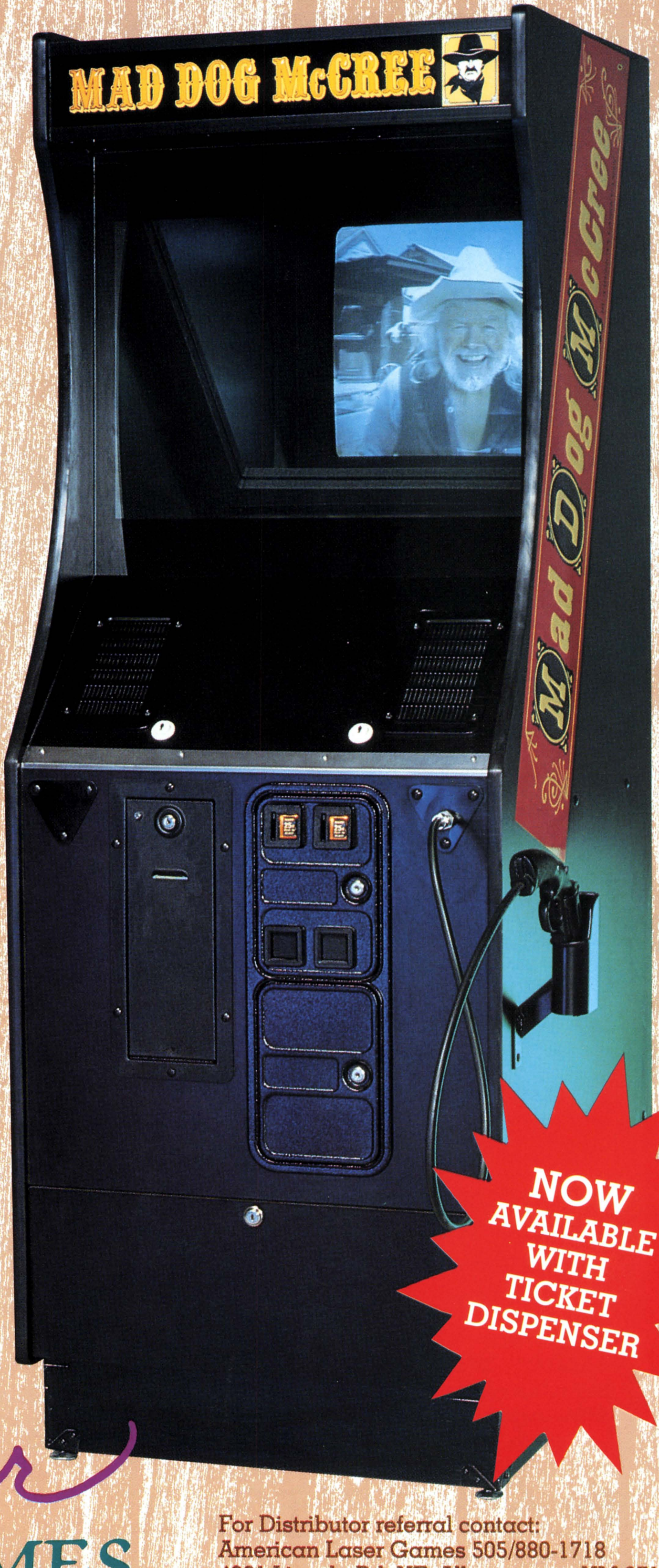
FEATURES:

- Laser technology with interactive live-action.
- Add coins to continue play
- Optional ticket dispenser or Dollar bill acceptor

GAME PLAY:

As the player saves the townspeople he receives more clues to the whereabouts of MAD DOG McCREE. The player interacts within a true-to-life western movie; the first in the amusement game industry.





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2 PLAYER COMPETITION!

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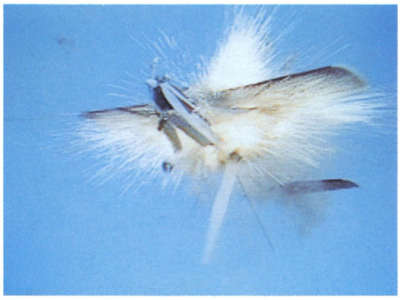
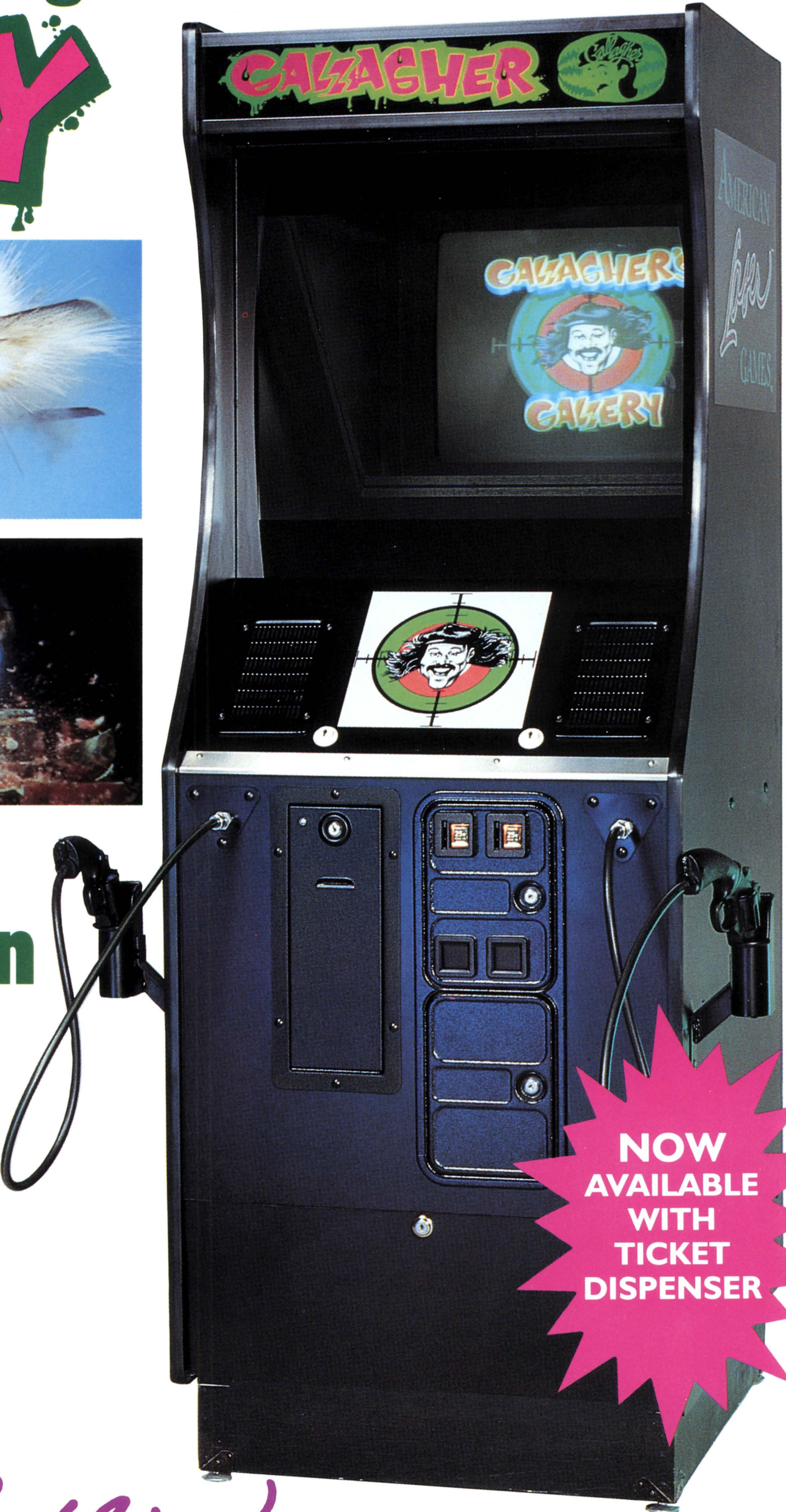
GALLAGHER,
KING IN CABLE COMEDY





NOW AVAILABLE WITH TICKET DISPENSER

25" MONITOR FORMAT

Space Saver Design

CABINET DIMENSIONS: 27½" Width 32" Depth
78" Height Weight 400 lbs. 25" Monitor

TWO PLAYER, INTERACTIVE LIVE-ACTION, COMPETITION WITH THE FAMOUS COMEDIAN, GALLAGHER.

A shooting gallery challenge of unusual real objects, created out of Gallaghers wacky and crazy world. Only those with a sharp eye, quick trigger finger and a pocket full of coins can make it through.

OUTSTANDING FEATURES: Hilarious attract mode featuring Gallagher • Laser technology with player interaction • One or simultaneous two player action • Three degrees of difficulty (adjustable) • Adjustable game pricing • Add coins to continue play • Miscellaneous operator options • Optional ticket dispenser

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Mondial signs deal

Mondial Corp. and its domestic distribution division, Mondial Distributing, have reached a distribution agreement with the Giant Gumball Machine Co. of Grand Prairie, Texas, to market Giant's 79-inch-tall gumball machine.

Mondial International will be the exclusive distributor in South America while Mondial Distributing will handle exclusively the eastern United States from Maine to Maryland.

"The Giant gumball machine is a product that can make money for a long time. I think it will become one our staples here, like pool and music," said Mondial Distributing sales chief Irv Spinak.

"In South America this piece will go over very well because it's a novelty. We're happy to be working with a firm that has made an innovative product. My customers will love the reliability, too," said Mondial International export sales manager Fernando Galeb.

See the Giant gumball machine in both the Giant and the Mondial booths.

Make plans to come to PAPA

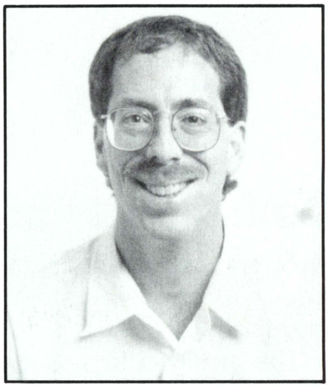
Steve Epstein, president of the Professional and Amateur Pinball Association (PAPA) and czar of competitive pinball, has taken the wraps off of the PAPA III International Pinball Championships. The tournament, which last year captured the attention of the media from CNN to Japanese television, will be held from Friday to Sunday, Feb. 5-7, at a New York City hotel.

Epstein, who is understandably excited about the event, said, "Look for three days of continuous pinball action, celebrities, and surprises. PAPA doesn't let its players down."

PAPA III will feature a menu of mini-tournaments in addition to four divisions of singles play and two tiers of doubles. "Players love the challenge and the prize money of, what I call, the 'pressure point' games," noted Epstein. The pressure point action he referred to will come in the form of one-ball tournaments, two-minute drills, Zen pinball, and scotch doubles. There is also a Saturday morning parent/child tournament and a special PAPA champions invitational singles division, featuring all past and present PAPA league and tournament winners from around the world.

Although still finalizing details, Epstein promises that the prize packages will be "the biggest ever, anywhere." For more information, call (212) 247-3725.

Welcome back to the U.S.A.



Lou Rudolph

Lou Rudolph, a longtime veteran of the coin machine business, has returned from Europe to serve as technical service manager for Dynamo. He will be responsible for all customer and technical problems.

Rudolph has experience in all aspects of the industry, including the European market, where he has lived and worked for the past four years. Other experience includes working as an operator in the family business, customer service at Stern Electronics, and electronics manager at Data East.

In Germany, Rudolph worked for Dynamo as well as the Gauselmann Group, one of Europe's largest coin-op equipment manufacturers. Rudolph can be reached at Dynamo's customer service number: (800) 527-6054, ext. 154.

Hear the tunes at Taco Bell

If Ed Velasquez of Velasquez Vending, Pioneer Laser Entertainment, and Taco Bell have their way, there will be a Pioneer jukebox in every Taco Bell location.

A program has been initiated in the Chicago area to place a Pioneer box in select Taco Bell locations. Already 30 locations are participating and an agreement recently signed by Taco Bell and Velasquez will see more than 50 additional Taco Bell locations installing the machines.

While the agreement is officially a "test" program lasting two years, it will automatically renew after that period should both parties want it to continue.

Pioneer's Dave Droulliard explains that the company is pleased to see the program launched in the Chicago area. "By starting out in one area and sticking with one operator, I think we'll see a controlled, workable program. Taco Bell is very committed to the program and has every intention of seeing it spread to other parts of the country," he said.

Besides placing jukeboxes in the Taco Bell locations, Pioneer is also working closely with Taco Bell and Velasquez to develop some promotional tie-ins. Said Droulliard, "Because Pioneer has an extensive array of consumer electronic products, we will be able to develop promotional programs by offering, say, a chance to win a set of earphones with the purchase of a taco and a drink. I said before that Taco Bell is very committed to this program. I'd like to add that Pioneer and Ed Velasquez are both also dedicated to the success of this venture."

Good news at Coin Controls

Coin Controls is proud to announce that its CTD10 ticket dispenser has passed Showbiz Pizza's rigorous four-week evaluating process with flying colors.

According to Farshid Khoshgam, director of technical support for Showbiz, the CTD10 came out on top of all coin mechs tested in the *Pizza Drop* game.

Coin Controls has announced that it has modified its kit parts (mounting assembly for doors and plate assemblies) to give a more secure product.

The enhancements include: metal kit parts are now made to higher tolerances, giving a stronger, more robust fit; the base plate has been redesigned to allow the reject lever and spring to be replaced without replacing the whole base plate assembly; and the lockout coil bracket has been removed from the reject cup side plate to provide more space for coin acceptors.

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Merit unveils new "Stinger"

Get over to Merit's booth at AMOA to see its new *Scorpion Stinger*. It's a state-of-the-art machine that incorporates all of the characteristics that made *Scorpion* a success, said company officials.

The new dart game adds to the "Solo Challenger," Merit's exclusive player vs. machine feature. The new game has an innovative cabinet, which has a fold-down top for increased ease in set-up and moving.

Merit will be presenting hourly demonstrations by dart champ Lane Helgeson, who dazzles audiences nationwide with his "trick" dart throwing.

Jukebox of my dreams

The folks at Velasquez Automatic Music believe strongly in promotions. You read earlier about their recently signed agreement with Taco Bell to place Pioneer jukeboxes in locations around the Chicago area. The company also is involved in ongoing promotions with with radio station WOPA La Nueva. The radio station also has an ongoing "CD of the month" contest in collaboration with Velasquez Automatic Music.

Each month, a brightly colored WOPA sticker is placed on a CD inside one of the many jukeboxes located at over 175 locations citywide. WOPA then requests the caller that can tell them the location of the jukebox, the name of the CD of the month, as well as one of their favorite songs off the CD. The CD is the same for the entire month, but the color of the sticker varies every month. The winner is awarded the CD of their choice, courtesy of International Record Distributors.

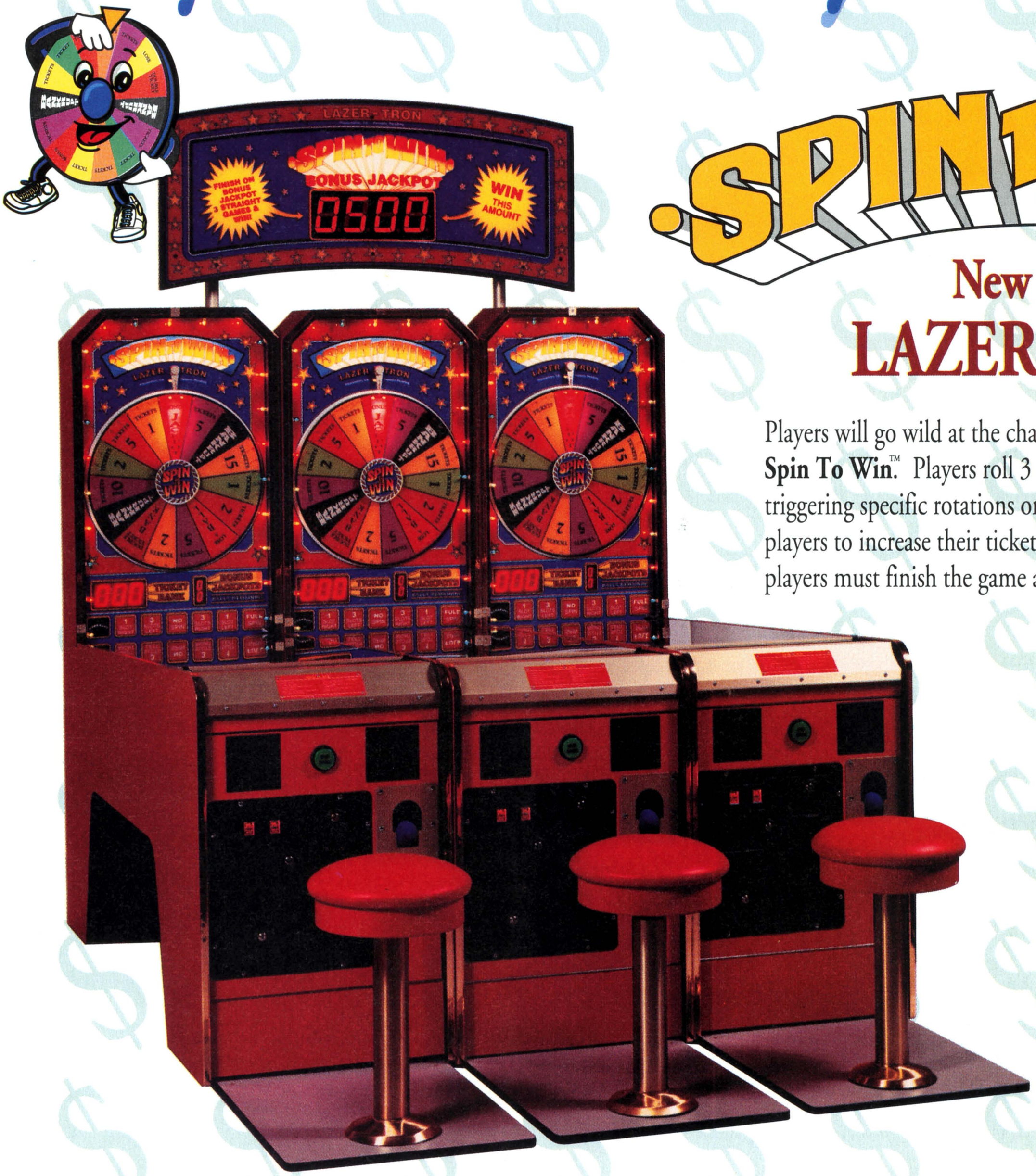
WOPA and Velasquez Music are now involved in a promotion to give away a Pioneer *Laser Juke* phonograph and $1,200 worth of CDs in the "Jukebox of My Dreams" promotion.

This promotion is sponsored by Great Northern Insurance Agency and began in July. When asked why WOPA and Velasquez Music chose to give away a jukebox, Miguel Franco, operations manager at the station, said, "What better way to reward our audience than to give them their dream CD system, which plays the hit music that has brought us both so much success."

In all, 196 finalists will be chosen. From that group one lucky winner will be chosen at a private banquet held at Los Globos Ballroom. Posters were circulated throughout the city, totaling over 150 registration sites.

What a wonderful way to promote a business as well as an industry. The people at Pioneer are enthusiastic about the promotions as well. "The industry needs exposure and Velasquez Music is very good at planning promotions to show the industry in a good light," said Pioneer's Dave Droulliard.

Players will be Dizzy with Delight



SPIN TO WIN

New from LAZER–TRON

Players will go wild at the chance of winning thousands of tickets on **Spin To Win**.™ Players roll 3 balls down the ramp into target holes triggering specific rotations on the spinning wheel which allow players to increase their ticket winnings. To collect their tickets, the players must finish the game and avoid Bankrupts.

Bonus Jackpots !

To win thousands of tickets on the Bonus Jackpot, players must use their ball rolling skills to have the wheel stop on the **Bonus Jackpot Slot** three straight games. **Spin To Win**™ is a must for any ticket redemption center.

Call today for the distributor nearest you.

Innovators in Redemption !

Spin To Win™ is brought to you by Lazer–Tron, the same people who brought you 1992's top earner **Hop–a–Tic–Tac–Toe**™**— voted the best redemption game of 1991 by U.S. operators, Bank–It,**™ Vine Climb,™ Shuttle Launch™ and the 6 gun Haunted House.

Spin To Win™ Features:

- **Skill ball rolling game**
- Bonus Jackpot sign
- Outstanding sound effects
- Fully operator adjustable
- Size: 24"W x 72"L x 96"H
- Multi–Coin play
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- Weight 300 lbs.

Bank–It™ is exclusively distributed by Capcom USA.
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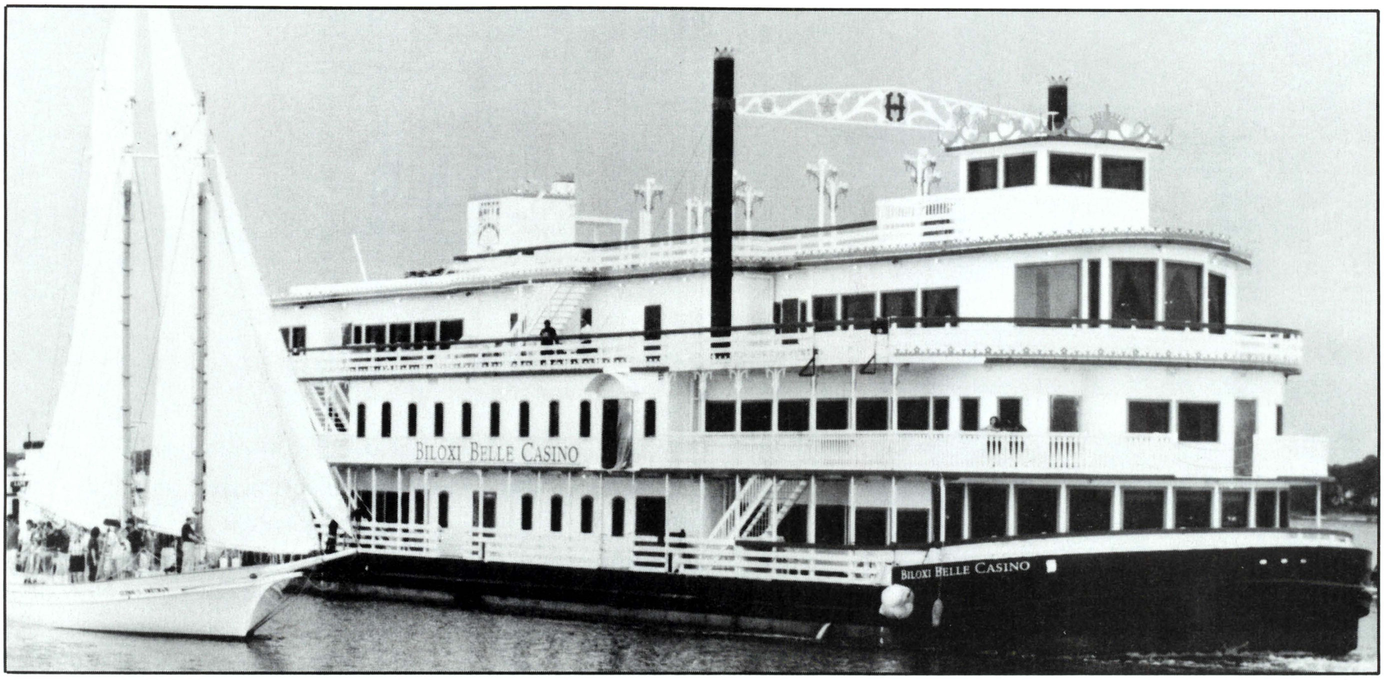
Sailing into gambling waters



The Biloxi Belle Casino, a 28,000-square-foot, authentic riverboat replica, became the third dockside gambling venture on the Mississippi Gulf Coast in August. Read more about the law, the progress, and the economic impact of the new gaming vessels in this month's "Video Gaming Outlook."

AMOA and cable team up on new project

The Amusement and Music Operators Association (AMOA) and cable's Country Music Television (CMT) network will conduct a highly visible nationwide "CMT Jukebox Jam" promotion this November for National Jukebox Month; the jukebox will celebrate its 103rd birthday.

The on-air promotion, featuring Mark Chesnutt and four other recording artists on the MCA label, also entails promotional materials which will be displayed at some 15,000 jukebox locations nationwide via AMOA operators, who own/operate approximately one-half of the nation's 250,000 CD and 45 rpm jukeboxes. CMT, based in Nashville, has more than 16 million subscribers.

Under the promotion, CMT viewers and jukebox location patrons have an opportunity to win a CD jukebox filled with MCA's hottest country singles personally delivered by Chesnutt. Entries can be made by following instructions on promotional materials available at participating jukebox locations or appearing in CMT on-air promotions. The program will run from Nov. 2 through Nov. 29.

Additionally, Chesnutt will be making a promotional appearance at AMOA '92 in Nashville.

More than enough pinball for everyone

Pinball enthusiasts from across the country and around the world will gather once again at the Ramada Inn in the Chicago suburb of Rosemont for the 8th annual Pinball Expo, scheduled for Nov. 12-15.

In maintaining the ongoing success of this unique and exciting show, promoter Rob Berk has put together yet another action-packed weekend of events sure to please all in attendance. There's a tour of the Premier factory, the "Flip-Out" tournament that offers a new pinball machine as the grand prize, seminars and workshops, and auctioning off a myriad of pin games. The auction will be handled by U.S. Amusement Auction Co.

The heart of the show is the exhibit hall featuring hundreds of older machines that any collector would be proud to own. Plus there will be plenty of game parts and related products for sale.

For more information or registration forms, call (800) 321-2722.

Oh boy, it's a girl!

James Maida, president of Gaming Laboratories International in Toms River, N.J., and his wife Sharon welcomed baby daughter Lindsay into the world on Aug. 20. Lindsay, who weighed 7 lbs. 4 oz., joins brother Nicholas (17 mos.) in the happy Maida household. Congratulations! ☐

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UP FRONT

Are you passionate?

Now that I have your attention, let me pose this question in a political context. It's been an unusual year all around. Who would have thought that President Bush's popularity would plummet, then rise to a respectable level again? Who would have thought that an all-Southern Democratic ticket would arouse so much passion (there's that word again) among the voters? And yet, one has only to witness the impassioned speeches at both the Democratic and Republican conventions to understand that a good measure of hype goes a long way in instilling enthusiasm in your followers.

Are we motivated to work hard for the desired results? Passage of video lottery. Turning the industry image around. Battling unreasonable taxes. Gaining that new location. There must be something that each one of us has undertaken as a personal commitment. Are we full of fire or burned out?

This quote from syndicated columnist James Kilpatrick addresses the apathy that abounds among the voters this year. "They are not indifferent, but their passions are not actively engaged." If success is to be achieved, in whatever area moves us most, then we must become actively engaged in bringing it about.

One state association that has passionately pursued its goal of video lottery is the Illinois Coin Machine Operators Association. Reading the ICMOA newsletter, Coin Drop, always motivates me and I'm not even a member. All the information needed to stay abreast of developments on this issue, and others critical to our industry, are included. The video lottery committee has done an outstanding job of organizing educational materials, working with lobbyists, reaching out to the opposition in search of common ground, and reminding members to *be involved* by writing letters to their state representatives and pledging financial assistance for legislative activities. Never mind the miles put on committee members' vehicles as they travel the state solidifying support.

A late fall veto session may yet prove fruitful for video lottery in Illinois. If not, it won't be for lack of a concerted effort. The manufacturing base in Illinois, with 125 supplier companies sure to benefit and further strengthen the economy, is a convincing and unrefutable argument in the credit column of video lottery. As Coin Drop warns, "Only one, or just a few, will benefit if the project becomes government-run while shutting out the operator."

Last March, at the American Coin Machine Exposition, a group of operators from another state seeking passage of video lottery legislation told me they were looking to the trade publications to lead the way and provide them with information. Data is available—on everything that's worked and hasn't worked. Play Meter has covered this subject in-depth since September 1990.

Again we are leading the way with this month's feature on the North American Gaming Regulators Association Indian Gaming Conference held a few short weeks ago. Features editor Chris Caire went to Kansas City, Mo., to meet regulators, attorneys, and Indian tribe representatives in an effort to get a true understanding of the situation from every side.

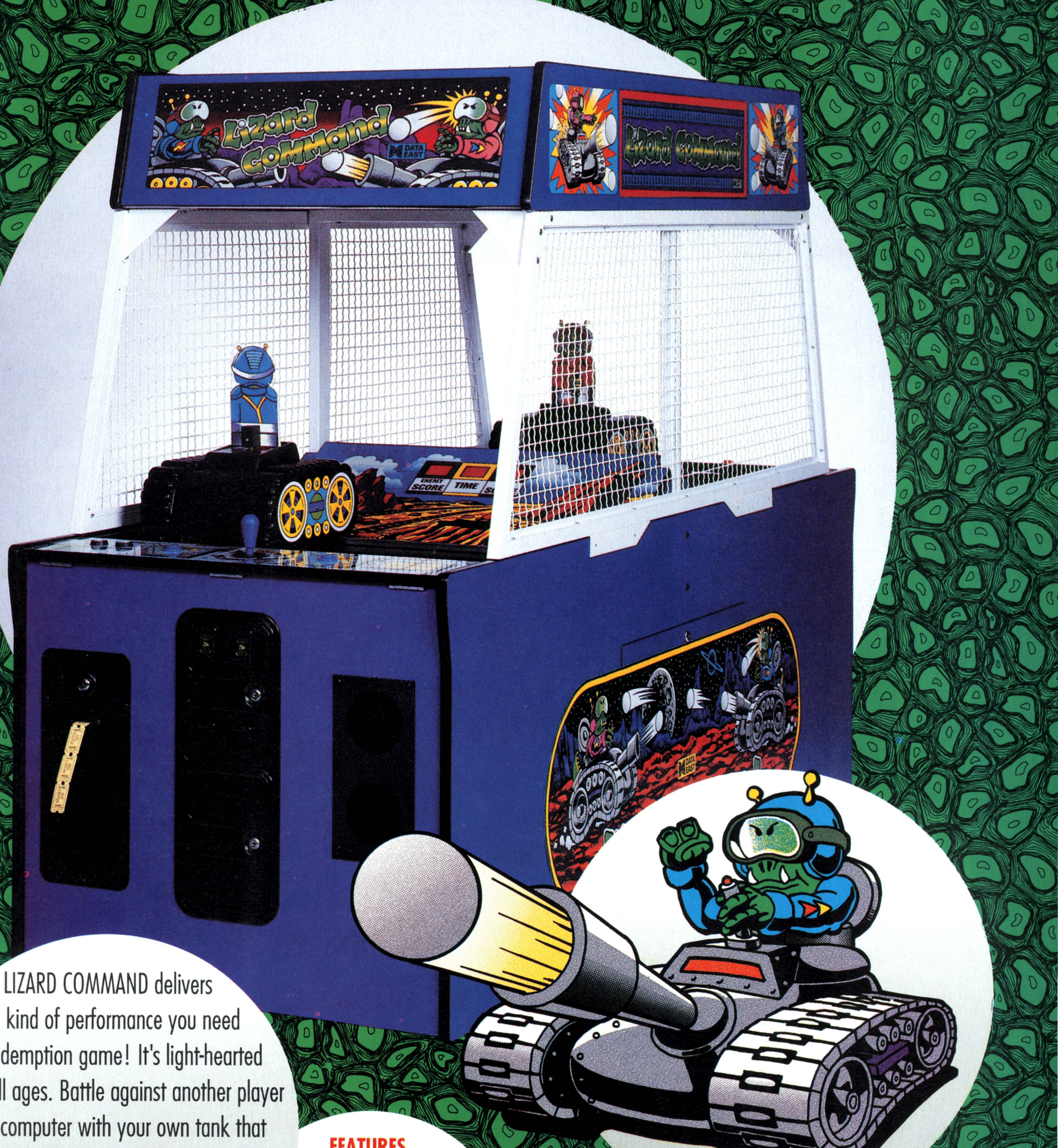
As he says in the article (a must read): "The powers granted to the federal government, those reserved for the states, the semi-sovereign status of Indian tribes—all are interwoven in this quagmire known as Indian gaming." There is much to learn about this important subject, which will have far-reaching implications during this decade and beyond.

The bottom line: read everything you can get your hands on. Valuable information is available; it's being given out for a pittance. Subscribe to *all* the trade publications (amortized over the year, it's a minor expense for being well informed). Jump in with both feet! Let your passionate side show. ☐

Bonnie Theard

Bonnie Theard
Managing Editor

COMMAND PERFORMANCE.



LIZARD COMMAND delivers the kind of performance you need in a redemption game! It's light-hearted fun for all ages. Battle against another player or the computer with your own tank that shoots real ping pong balls. Hit your opponent's target to earn points and tickets, while maneuvering your tank to dodge incoming balls.

FEATURES

- Dual ticket dispensers.
- Lift-out tank assemblies.
- Easy side door access.
- Steel playfield guard grates.
- Uses standard ping pong balls.

SPECIFICATIONS
- Length: 90"
- Width: 36"
- Height: 73"
- Weight: 700 lbs.

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From the Model A to LaserStar America

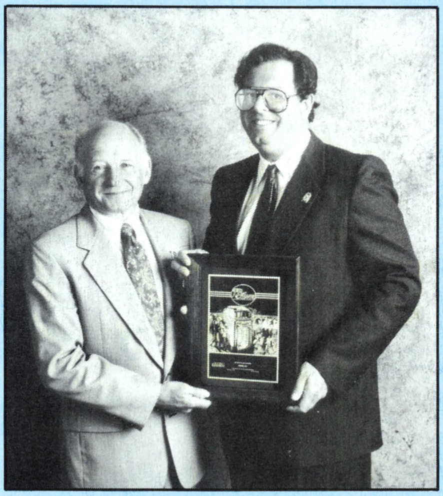
Rowe/AMI is celebrating the 65th anniversary of its first jukebox, introduced in 1927. However, the company was in the music business some 25 years before that. Automatic Musical Instruments (AMI) was busy fulfilling the demand for the player piano so popular around the turn of the century.

The company's first jukebox in 1927 was designed to play the new 78 rpm records that were in hot demand. In 1951, as the industry began replacing 78s with 45s, AMI felt that the industry needed an orderly transition and introduced the *Model D*, which could play both.

In 1959 AMI merged with a leading vending company, Rowe Canteen Corp., to create a company that would become a leader in both vending and music. Rowe's vending division has been as impressive as the music division. At its recent distributor meeting, the new vending line brought a standing ovation.

Since its early days, Rowe/AMI has been a step ahead in preparing for the future. As it did in 1951 when 78s were history, Rowe was there in the '80s when 45s were being replaced with CDs. Its combo unit was designed to help with the same orderly transition the industry had needed before.

Two years ago Rowe's Joel Friedman said that the company was preparing for the future. "Everything we see is commitment to CD," he predicted. And he couldn't have been more right. All the jukebox manufacturers have discontinued manufacturing vinyl boxes and are concentrating on CD boxes. Friedman said two years ago that operators should have a definite buying program to change their routes from vinyl to CD. That advice was heeded by many operators as they continue to phase out their vinyl boxes.

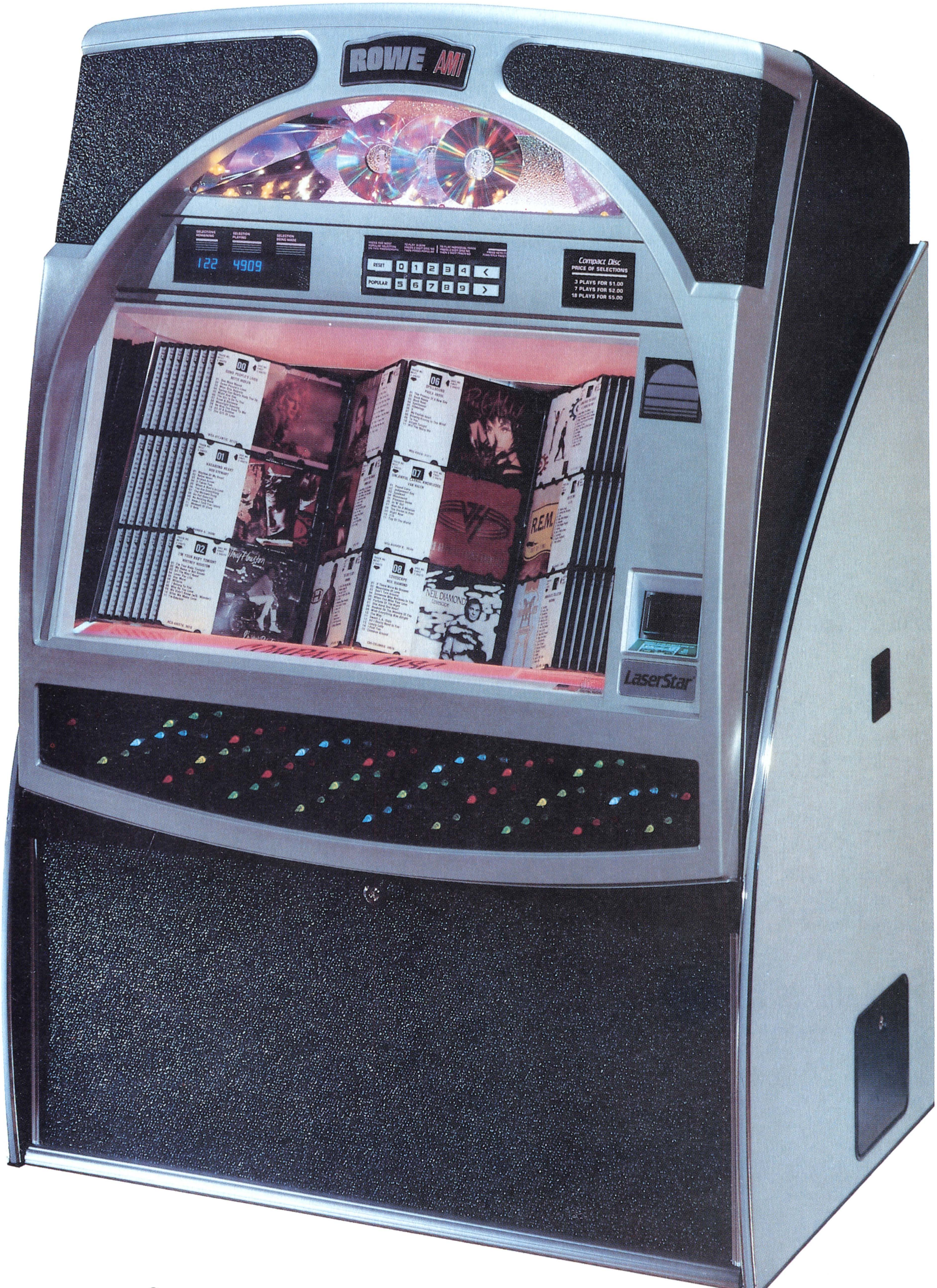


Jerry Gordon, senior vice president distributor sales (l) and Joel Friedman, senior vice president music/currency receiving the *AMOA Most Played Jukebox* award, as voted by music operators.

Rowe's latest jukebox, the *LaserStar America*, has had an overwhelming response from the industry. And Rowe couldn't be prouder. "It's not just something exciting to look at, it's the greatest music merchandising machine we've ever made," Friedman modestly says.

While Friedman could go on for hours on the jukebox's great looks, he is quick to add that it's not just what's on the outside that counts. "Our long-term reliability and ease of operation are what's important. It's not a matter of using the most complicated technology, it's using the right technology for the job. While the title display attracts people like a picture window and makes music selection fast and more enjoyable, it's the operators with the most money in the cash box that win. And this jukebox will do the job."

Rowe's Jerry Gordon is as enthusiastic about the *LaserStar America* and credits Rowe's success on an unwavering philosophy of service after the sale. He explains, "Experience has shown that maintaining a strong support and service network is as important as making the best jukebox. Operators, distributors, and Rowe/AMI are all one winning team. Our jobs are to provide operators with the best-quality, most reliable equipment and understand the operators' need to succeed. This is where experience really counts."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Even with the success of *LaserStar America*, Rowe is continually looking ahead. Says Friedman, "Our engineering team has designed in MIS functions that an operator may not need for years. Our engineers and technical people listen to operators. They have an in-depth understanding of the market and engineer in what operators need today and in the future."

Rowe is making major advances in the European and South American markets and is a growing presence throughout the world. "The coin-op music business is the same in any country. Operators everywhere are looking for the best long-term value. We offer the value of decades of experience, a strong cash box, and higher resale prices. All of these values are built into every Rowe/AMI jukebox," says Friedman.

Rowe/AMi Wallstar® CD remote selection console.

Its past is impressive, the present even more so. What lies ahead for this award-winning company? With an active research and development effort, Rowe is always working to make its jukeboxes even better and more responsive to operators' needs. "We are out there in the field, talking to operators and working hard to understand what it is they need to prosper," said Friedman.

He continued, "It's more than technology, it's sticking to the fundamentals, concentrating on all the different people involved—distributors, customers, and most importantly, operators. This business is all about making a living. To operators the most important feature of any machine is the cash box. The success of everything we do now and in the future will be measured by the success of our operators." ☐

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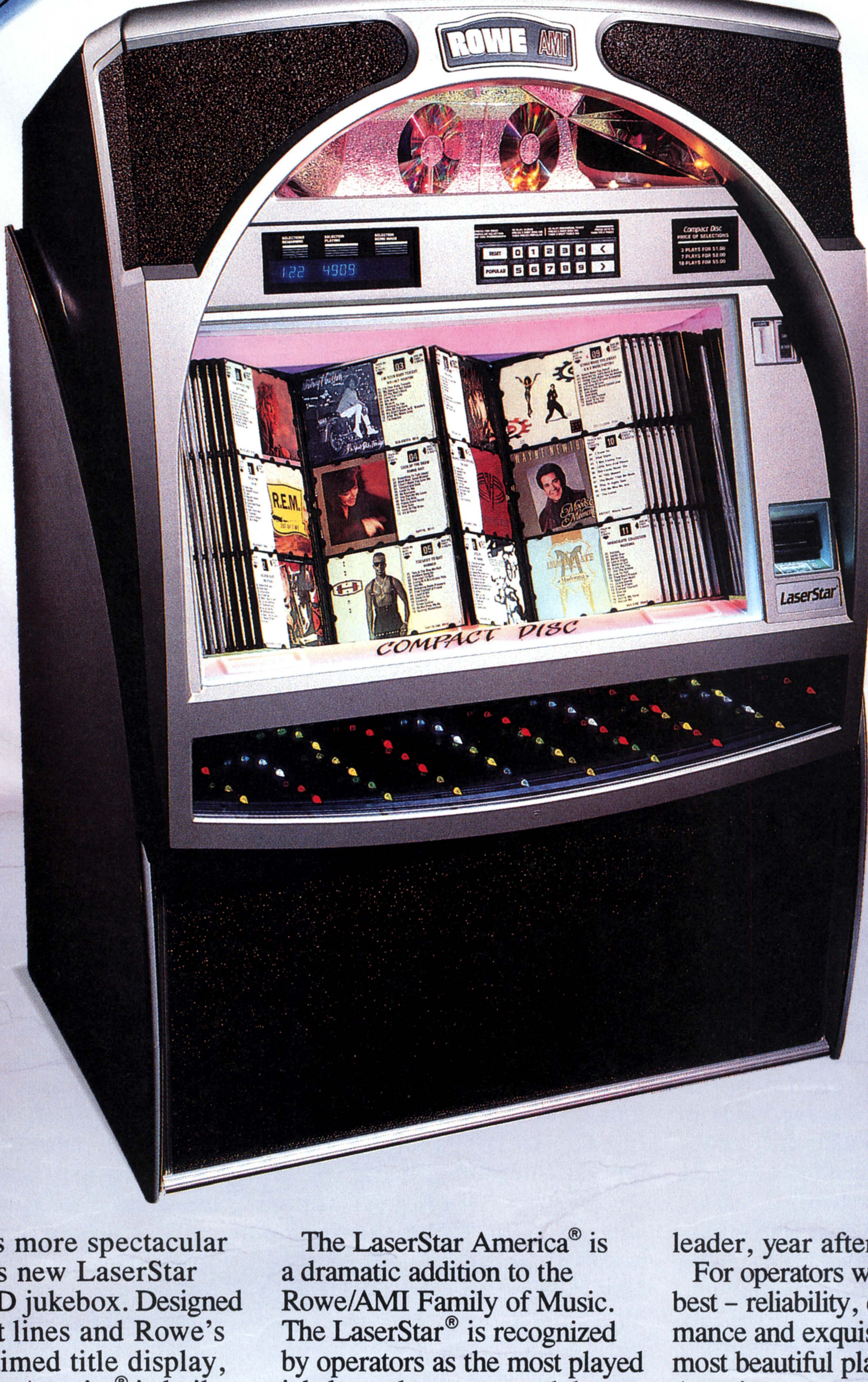

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Mark Stevens (l) and Scott Henneman of Infinational Technologies with Chief Richard LeBourdais, leader of the Whispering Pines Indian Band in British Columbia, Canada.

From left: Betstar Ltd.'s Bill Treger, George Ormiston of IGT, Kansas Gov. Joan Finney, and Steve Cadue, tribal leader of the Kickapoo Nation in Kansas.

Wading through the murky waters of Indian gaming

When Congress passed the Indian Gaming Regulatory Act (IGRA) in 1988, it may have believed that the law, according to Indian gaming expert Mary Magnuson, "represented a compromise among conflicting interests to arrive at a mechanism for determining when, and under what circumstances, gaming may be conducted on Indian land." That may be true, but IGRA was also ambiguous enough to leave many critical questions unanswered. The federal courts, too, have not been wholly consistent in their interpretation of IGRA's language.

In an effort to make better sense of the Act and issues related to it, the North American Gaming Regulators Association (NAGRA) staged a special Indian Gaming Conference in Kansas City, Mo., on Aug.31-Sept.1. Included among the attendees were attorneys, auditors, law enforcement representatives, and other regulatory officials, as well as tribal leaders, tribal attorneys, and gaming machine manufacturers.

NAGRA's John Adams, administrator of the Nebraska Department of Revenue's Charitable Gaming Division, recalled that Indian gaming really became noticeable in 1979, the year Florida's Seminole Tribe entered the bingo arena. It's since exploded, with over half of the country's 278 Indian tribes now engaged in some form of gaming. "There's a lot more gambling going on than in the 12 states that have approved Tribal-State compacts for Class III gaming," Adams said. The greatest number of Indian casinos are located in Minnesota, followed closely by Wisconsin.

It all starts with IGRA

To get a grip on Indian gaming, one must first explore the contents of IGRA. Magnuson, special assistant attorney general in Minnesota, outlined the Act for conference attendees.

Congress, through IGRA, has divided gaming on Indian lands into three categories. Class I gaming consists of "social games played solely for prizes of minimal value, or traditional forms of Indian gam-

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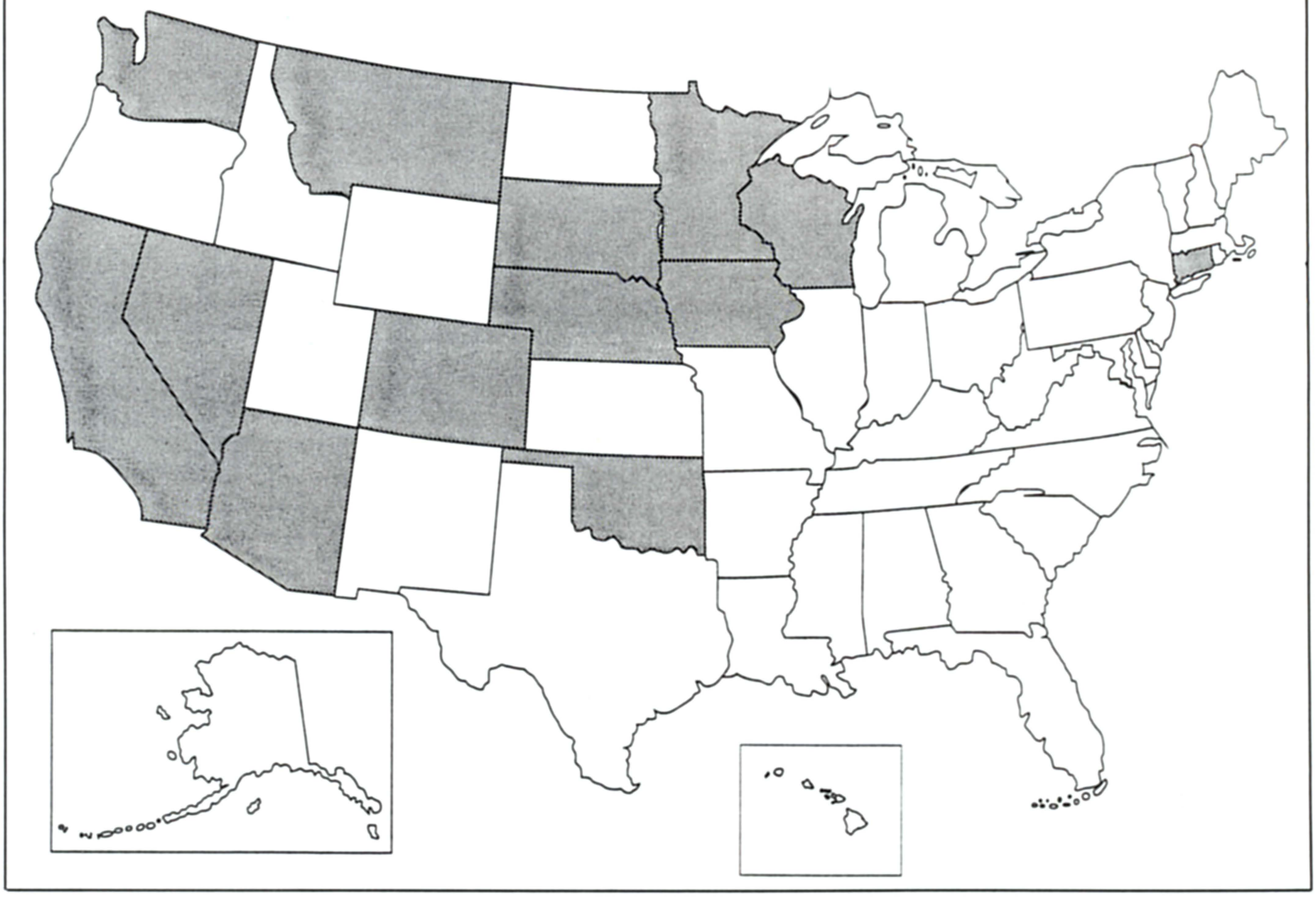


ing engaged in by individuals as a part of or in connection with tribal ceremonies or celebrations."

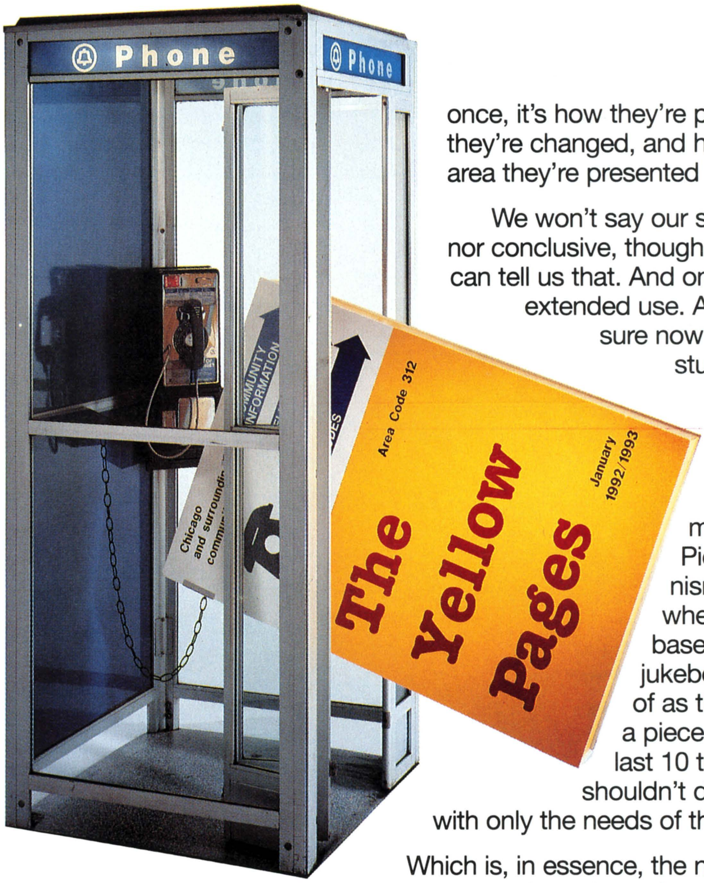
Class II gaming includes bingo and, if played at the same location as bingo, "pull-tabs, lotto, punchboards, tip jars, instant bingo, and other games similar to bingo," as well as certain non-banking card games. It must be located in a state that permits such gaming for any purpose by any person, organization, or entity, and the gaming must not be otherwise prohibited by federal law. IGRA expressly excludes from the definition of Class II gaming any banking card games (including blackjack) and electronic or electromechanical facsimiles of any game of chance or slot machine of any kind.

Class III games include craps, roulette, slot machines, sports betting, pari-mutuel betting on animal races, and electronic or electromechanical facsimiles of games of chance—even if it's of an approved Class II game. (This last point, however, is a subject of disagreement among those who interpret the statute differently.) Not all Class II or Class III gaming is legal on Indian lands in every state. Only those games that a state *permits for any purpose* may be conducted on Indian lands within that state.

> **"Indian gaming gives our people hope and the ability to become self-sufficient, so that we're not a burden on the federal government or our fellow man."**

A tribe that wishes to conduct Class III gaming must ask the state to negotiate a Tribal-State compact governing the Class III games (a compact is not required for Classes I and II). IGRA compels the state to negotiate with the tribe in good faith. If this isn't done, or if an agreement cannot be reached in 180 days, the tribe can initiate a federal lawsuit. Should the court find in favor of the tribe, the two sides will be ordered to conclude a compact in 60 days. Another impasse may result in the appointment of a mediator, who would then compare each side's proposed

Bigger doesn't always mean better.



Sometimes it's just the opposite ... something smaller can be faster and easier to use.

Which, we think you'll find, is exactly the case with our "Picture Display™" title strip mechanism in our new CD jukeboxes.

No, our mechanism doesn't show as many CD jackets & title strips at the same time as competitive jukeboxes do. Ours show 4 at a time, our competitors' machines show up to 12 at a time.

Here's why. We designed our Picture Display mechanism based on research studies of what the human eye can absorb in what length of time. Then we positioned our mechanism in the most "eye comfortable" place possible. If you continually depress the mechanism's search button, it takes less than 70 seconds to view all 100 CD's worth of title information. The eye has to move very little, since the title information is presented in a confined area — the mechanism does all the work. If we showed more titles at the same time, we would have to slow the mechanism down to allow the eye more time.

CD manufacturers design their jackets for viewing at a distance similar to our display ... and in a way similar to how we display them. Think of how music is presented and sold in music stores and it'll make a lot more sense.

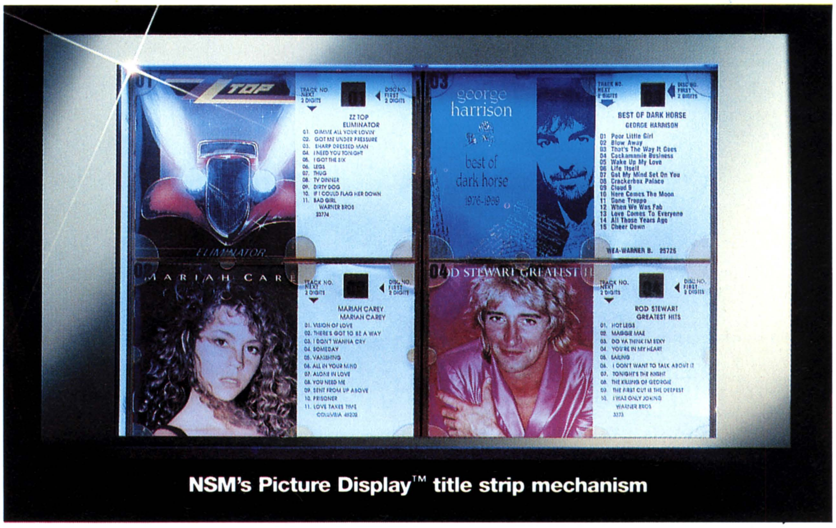
The bottom line is, it's not just how many titles you show at once, it's how they're positioned, how fast they're changed, and how concentrated an area they're presented in.

We won't say our studies are correct nor conclusive, though. Only the public can tell us that. And only over a period of extended use. All we can say for sure now is that revenue studies show our jukeboxes to be at the top of the earnings ladder.

There's really much more to why our Picture Display mechanism is what it is and where it is, but a lot is based on what we feel a jukebox should be capable of as time goes on. When a piece of equipment must last 10 to 20 years, you shouldn't design something with only the needs of the moment in mind.

Which is, in essence, the number one reason more operators throughout the world choose NSM Jukeboxes than any other. We've proven to them time and time again that we do watch out for them ... that we do stand solidly behind them. After all, our success depends on our operators' success.

And, when it comes to success, bigger **does** mean better.



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compact and select the one that best comports with IGRA. All else failing, the Secretary of the Interior will consult with the tribe and prescribe procedures to govern Class III gaming. (IGRA, needless to say, contains much, much more than this brief outline. For the sake of brevity, we've chosen to highlight the distinctions between Classes I, II, and III.)

As Richard Tessier, assistant attorney general in North Dakota and a compact negotiator, pointed out, IGRA is rife with ambiguities and gray areas. Assume fraud, embezzlement, theft, burglary, or some other crime occurs—then throw in the variables. Where did it take place: inside the casino itself or in the parking lot? Who committed the crime: a member of the tribe, another Indian, or a non-Indian? What authority has jurisdiction: the tribal police, the sheriff, a federal law enforcement agency, a combination of these authorities? Different attendees had different opinions, but they were just that—opinions, not definitive answers.

What about IGRA's language compelling the "state" to negotiate a compact? Who does this refer to: the governor, the legislature, an appointed state official or officials? If it's the governor, does he or she need legislative authority to approve the compact? A practical example of this confusion was given by Gov. Joan Kinney of Kansas, who addressed the conference at an Aug. 31 luncheon.

Finney had signed a compact enabling the Kickapoo Nation to pursue casino gaming on its reservation near Horton, Kan. "The Kickapoo had sought opportunities to enhance development, revenues for the tribe, and jobs for its people," she said. "But, in an unprecedented departure from policy, law, and past practice, the Secretary of the Interior declined to act on the compact until the Kansas Supreme Court ruled on *federal* issues and my executive authority as governor to execute Indian gaming compacts.

"I subsequently negotiated similar compacts with the Prairie Band Potawatomi, the Sac and Fox, and the Iowa Nations. But in concert with the Kansas Attorney General, the Interior Secretary and the state Supreme Court have effectively stalled progress in developing Indian gaming in Kansas."

Therein lies the rub

Indian tribal leaders complain that states are hostile to the idea of Indian gaming, that they employ delaying tactics to keep a compact from being negotiated and approved. The result, of course, is that

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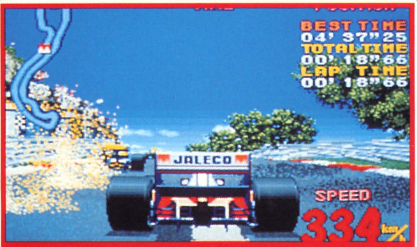
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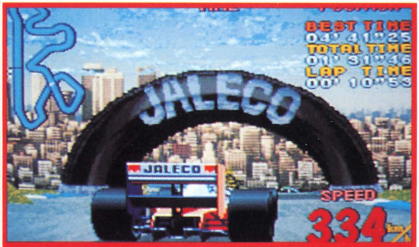
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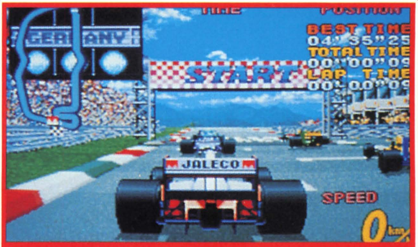
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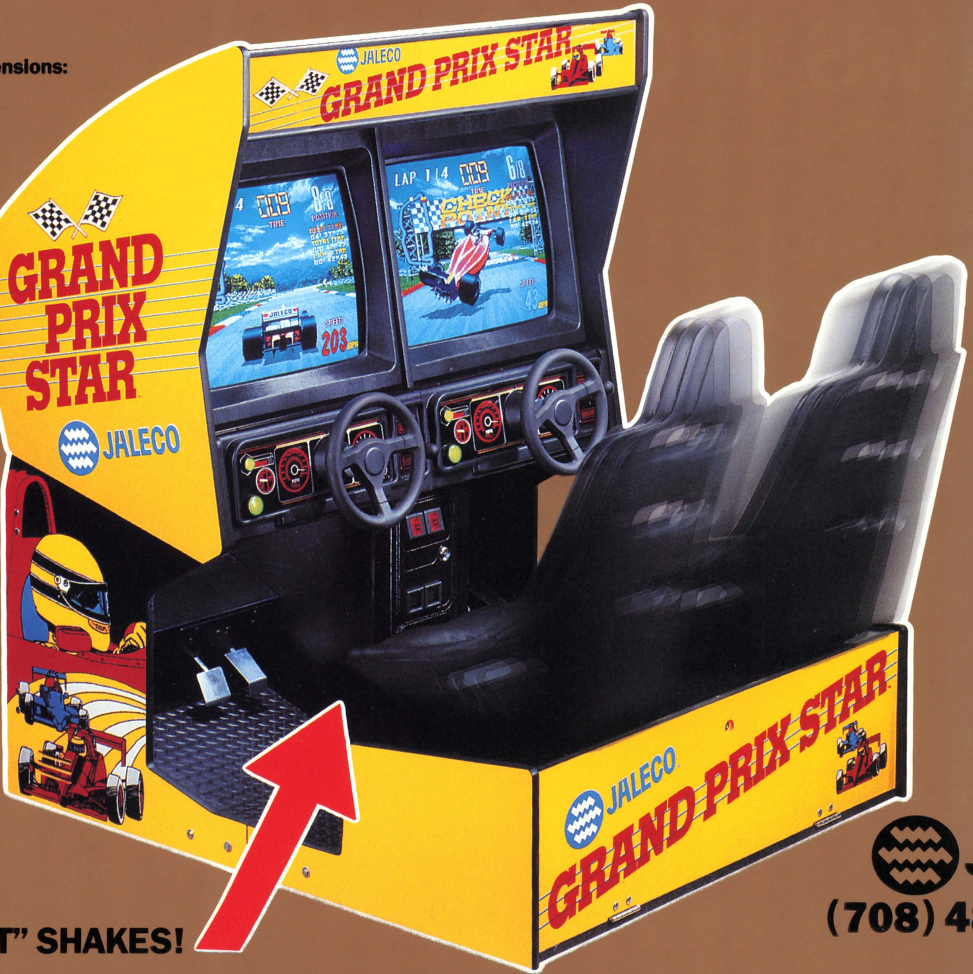
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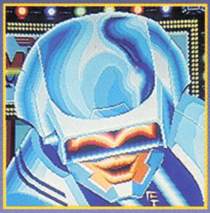
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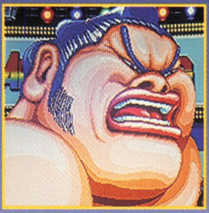
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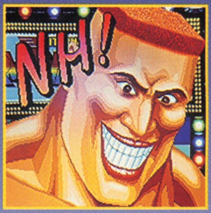
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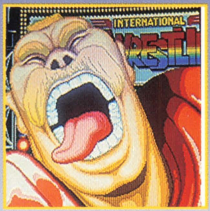
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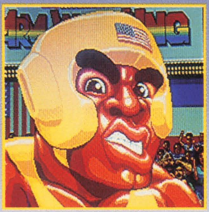
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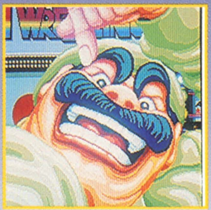
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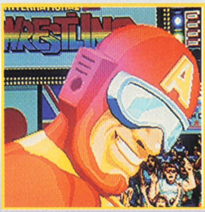
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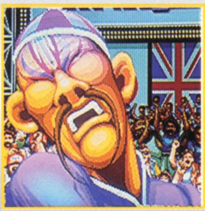
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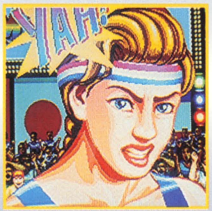
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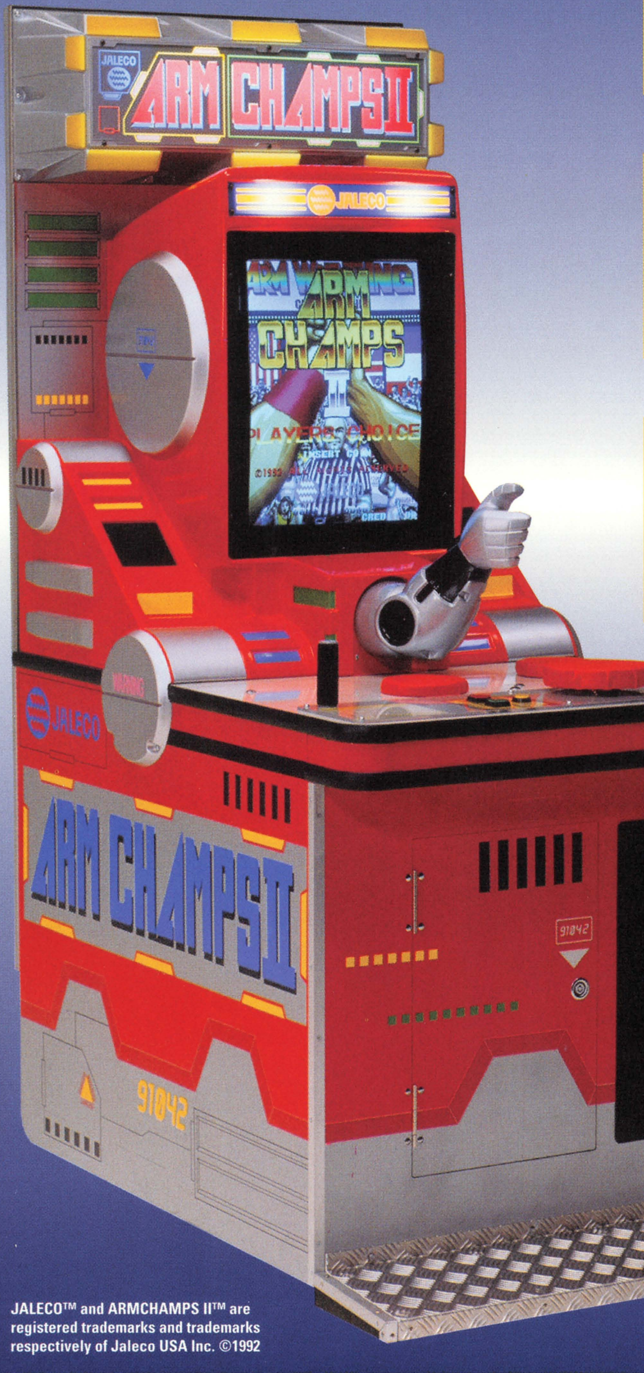
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Charles Keechi, president of the National Indian Gaming Association, addresses the conference. On the left is Washington attorney Patricia Marks.

NAGRA administrators Sharon Lindgren (l) and Susan Ugai flank NAGRA president John Willems.

Minnesota assistant attorney general Mary Magnuson explains the provisions of the Indian Gaming Regulatory Act.

Class III gaming cannot be undertaken in the meantime.

Charles Keechi, chairman of the National Indian Gaming Association (NIGA) and president of Oklahoma's Delaware Nation, was one of four speakers to present the Indians' perspective.

"Indian gaming gives our people hope and the ability to become self-sufficient, so that we're not a burden on the federal government or our fellow man," he said. "If there was some other way to raise the kind of revenue that gaming does, we'd look at it. But right now, gaming is a way for the tribal leaders to take care of our people. The revenue allows us to provide health care, housing, and education for our young people.

"Gaming is our bread and butter right now. If you take these gaming dollars away, how do you suggest we make up the shortfall? These dollars represent not just economic survival but the very survival of our people. If you have an alternative that generates the same kind of revenue, we'll listen."

Steve Cadue, tribal leader of Kansas's Kickapoo Nation and NIGA treasurer, echoed Keechi's sentiments.

"As a tribal leader, I've never liked having to depend on government funds, but it's been necessary," he said. "That's why it gives me joy to have independent, self-sufficient funds through Indian gaming. The Indian reservation is the toughest damn place in America to bring about economic development. We just want a chance to get a piece of the American Dream like you all (non-Indians) have had."

Chief Richard LeBourdais, leader of Canada's Whispering Pines Indian Band, with Betstar Ltd.'s Bill Treger.

> ***"Three out of four Indian casino employees are not members of the tribe. Who's reaping the economic benefits? The management companies from Nevada and New Jersey."***

Hans Walker Jr., a member of the Mandan Tribe in North Dakota and partner in a Washington law firm that represents several major Indian tribes, says most states are not engaging willingly in compact negotiations for Class III gaming. They're only doing it because the federal government forces them to.

"Some non-Indians claim that Indian gaming represents an unlevel playing field; well, do they want to trade places with us?" Walker said. "Others say Indian casinos hurt neighboring businesses. The fact is that Indian commerce doesn't even show up—*it doesn't register at all*—when measuring America's gross national product. We deserve a fair chance to engage in commerce in America."

Patricia Marks, partner in a Washington law firm that specializes in Indian matters, says it's a false perception that all the money spent at Indian casinos stays on the reservation. She pointed out that reservations don't have large supermarkets, lumberyards, automobile dealerships, repair shops, etc. Inhabitants must go off the reservation to buy goods and services, which helps bordering towns. Marks also cited statistics from Minnesota indicating that non-Indians stay in the nearby hotels, eat in the nearby restaurants, buy gasoline from the nearby gas stations, and so on.

"In fact, the governor of Minnesota said that he wouldn't want to be around if someone tried to shut down an Indian casino in the state," she said. "There would be outrage—more from the *non-*

Indians located near the casino than the tribe itself. These people want Indian gaming to prosper, contrary to popular belief."

Marks also said that 24 percent of the tribal members are employed by the Minnesota Indian casinos, a sign of their economic importance to the reservation. But Ian MacPherson, a certified tax specialist from Arizona, had a different spin on her figures.

"What that means is 76 percent of those employed by the casinos are *not* members of the tribe," he said. "Think about it: that's three out of four." Then who's reaping the economic benefits? "The management companies from Nevada and New Jersey," he said. "They're making *big* bucks."

Constitutional battle

Both the Indian tribes and unhappy states have suggested that the U.S. Constitution provides a basis for their respective arguments. The Indians cite the "Commerce Clause" of the original Constitution; it's in the section that enumerates Congress's powers. One such power is to "regulate commerce with foreign nations, among the several states, and with the Indian tribes." It's argued that Congress, through IGRA, is regulating commerce with the Indian tribes, and that the states, by delaying in the compact procedure, are interfering with commerce, i.e., Indian gaming.

> ***"Non-Indians who live near reservations want Indian gaming to prosper, contrary to popular belief."***

Some states, on the other hand, have begun to invoke the 10th Amendment of the Bill of Rights, which says that all powers not expressly granted to the federal government belong to the states. IGRA, by dictating to the states as it does, impinges on their sovereignty and violates the 10th Amendment, so the argument goes.

The powers granted to the federal government, those reserved for the states, the semi-sovereign status of Indian tribes—all are interwoven in this quagmire known as Indian gaming.

What's about coin-op?

One thing is for certain: at some point, when all the legal maneuvering is over, there will be more and more Indian casinos popping up. What does this mean for coin machine operators? Those in Minnesota and Wisconsin have already felt the negative impact on their businesses as players and

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their disposable incomes head for the slot machines instead of the amusement games.

Bill Treger, director of governmental affairs for Betstar Ltd., the recently formed gaming venture between Betson and Stella International, thinks operators need to band together—perhaps with the disgruntled tavern owners—and urge the states to pass private sector video lottery. The argument: now that you've created an unlevel playing field by allowing Indian casinos, the only way we can compete and not be overrun is to have video lottery. The Indian tribes have gaming; why not give it to us, too? What's fair is fair.

Wouldn't it be ironic: instead of bemoaning the presence of Indian gaming, operators could one day be thanking the Indians for delivering video lottery to them. One can only hope. ☐

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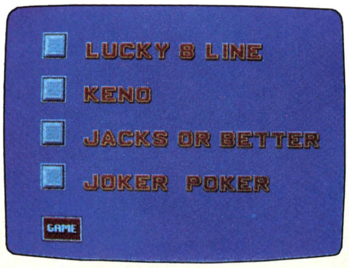
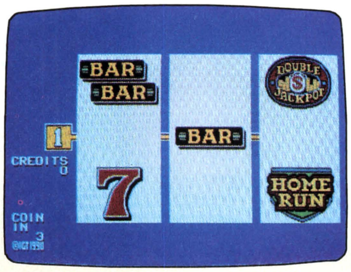
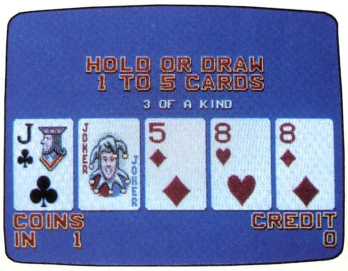

LUCKY 8 LINE
KENO
JACKS OR BETTER
JOKER POKER
GAME

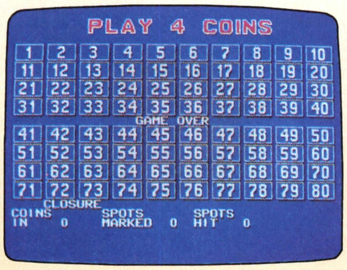
Menu Screen (sample)


BAR
BAR
BAR
DOUBLE JACKPOT
HOME RUN
CREDITS 0
COIN IN 3

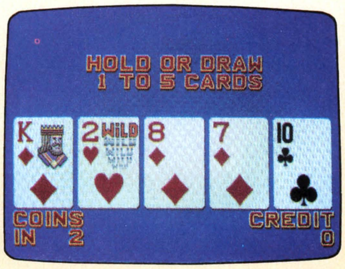
Line Up


HOLD OR DRAW
1 TO 5 CARDS
3 OF A KIND
COINS IN 1
CREDIT 0

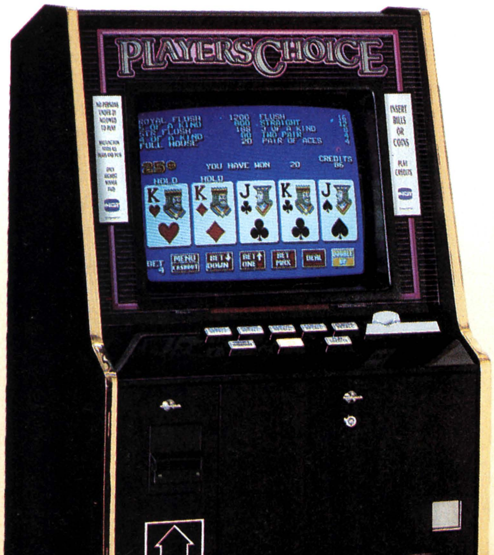
Joker Poker


PLAY 4 COINS
GAME OVER
CLOSURE
COINS IN 0
SPOTS MARKED 0
SPOTS HIT 0

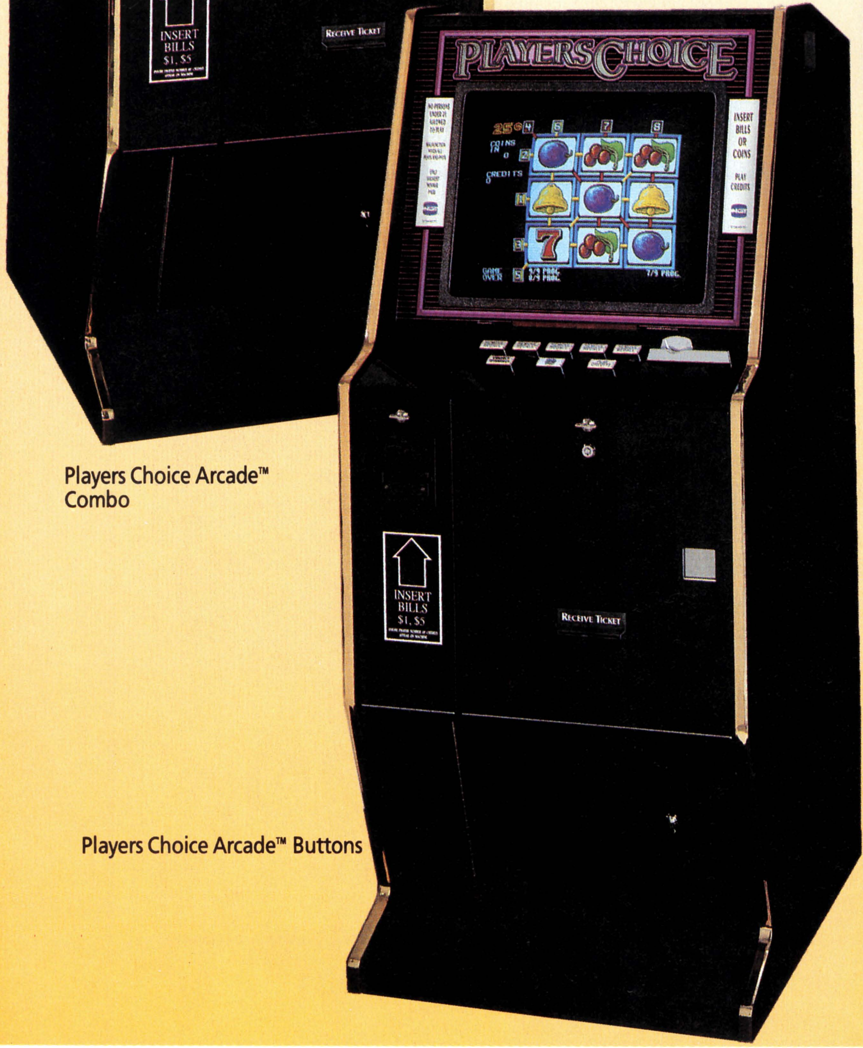
Keno


HOLD OR DRAW
1 TO 5 CARDS
WILD
COINS IN 2
CREDIT 0

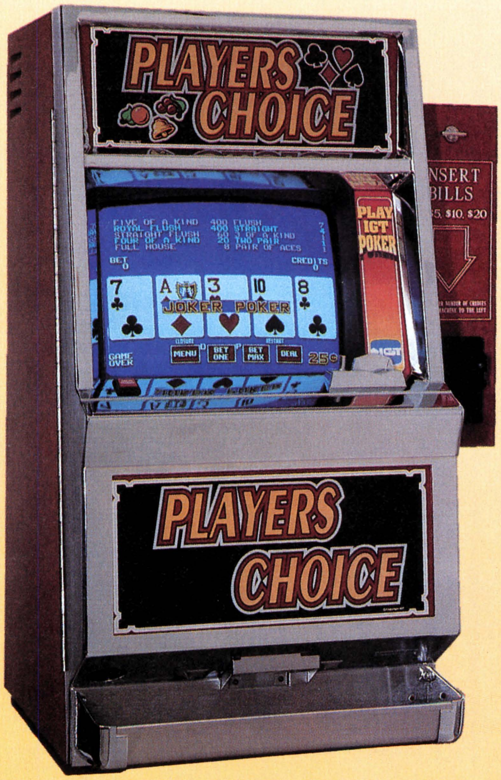
Deuces Wild Poker


PLAYERS CHOICE
INSERT BILLS $1, $5
RECEIVE TICKET
PLAYERS CHOICE

Players Choice Arcade™ Combo



Players Choice Arcade™ Buttons


PLAYERS CHOICE
INSERT BILLS $5, $10, $20
PLAY IGT POKER
JOKER POKER
PLAYERS CHOICE

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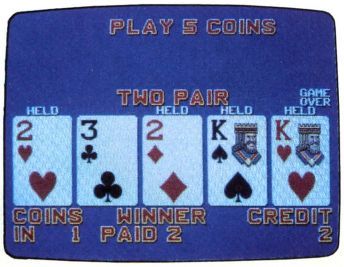
PLAY 5 COINS
TWO PAIR
GAME OVER
HELD
HELD
HELD
COINS IN 1
WINNER PAID 2
CREDIT 2

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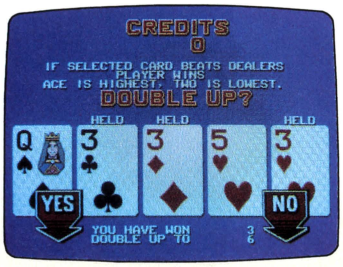
CREDITS 0
IF SELECTED CARD BEATS DEALERS PLAYER WINS
ACE IS HIGHEST. TWO IS LOWEST.
DOUBLE UP?
HELD
HELD
HELD
YES
NO
YOU HAVE WON 3
DOUBLE UP TO 6

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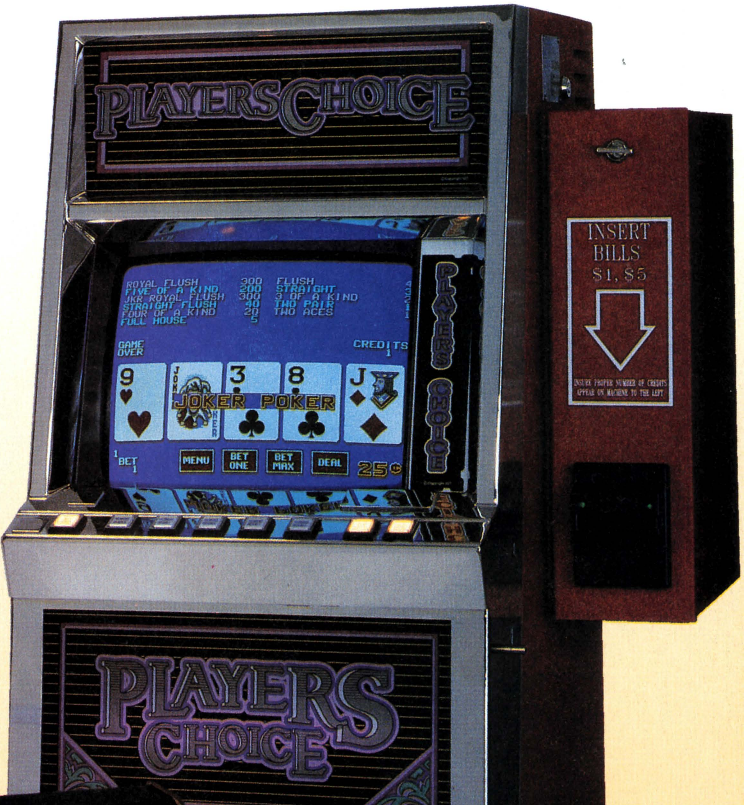
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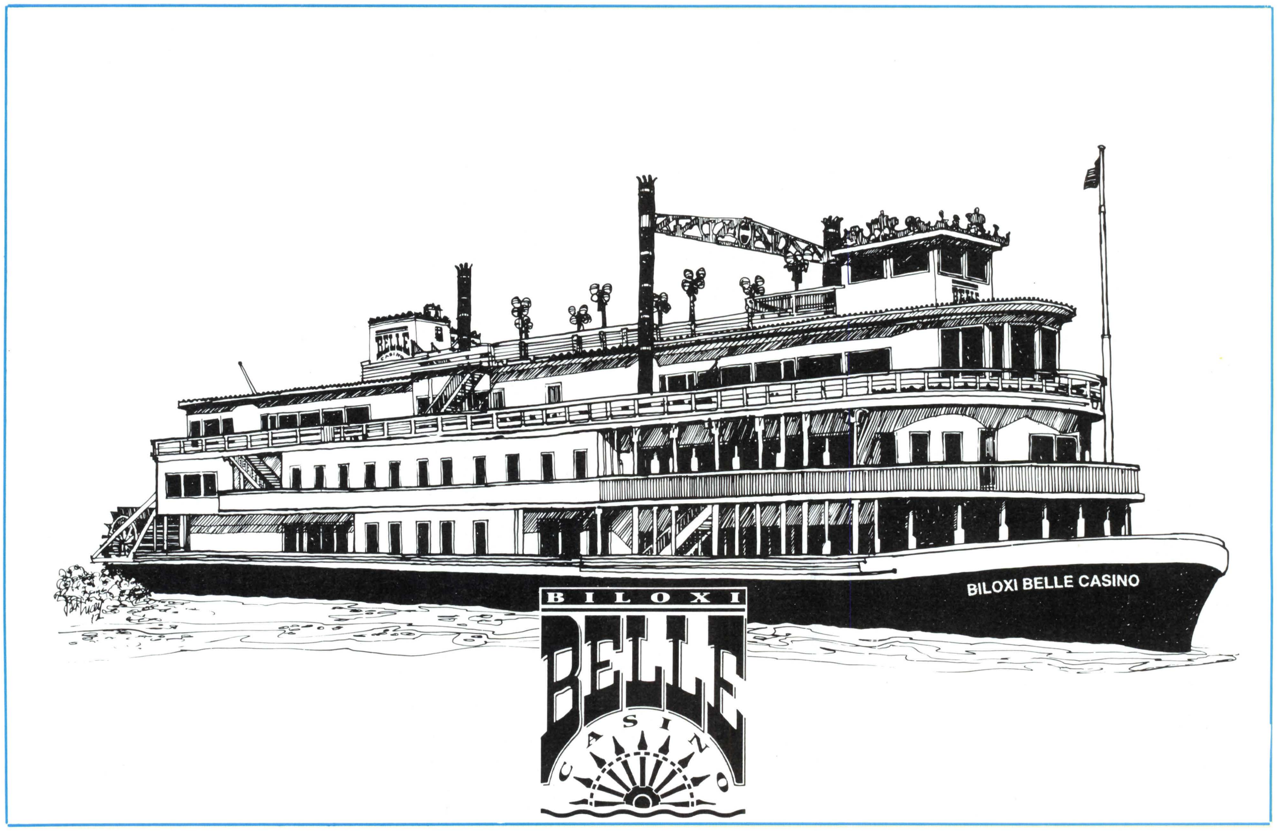

Dockside gambling comes to Mississippi

August was a busy month on the Mississippi Gulf Coast. The area welcomed the addition of three dockside gambling vessels, played host to the Miss Teen USA pageant, and managed to avoid direct contact with Hurricane Andrew.

Long lines of customers from Mississippi and neighboring states have been enjoying the games of chance since the Isle of Capri's Point Cadet casinos (the Diamond Lady and Emerald Lady, formerly in Iowa) opened on August 1. In short order two more casino operations were available: The President and the Biloxi Belle. All are located in Biloxi. The Mississippi Gulf Coast has become a demand destination once again.

The area suffered greatly from the sluggish economy in recent years. A condominium-building bonanza in the early '80s resulted in an oversupply at a time when interest rates went through the roof and the oil and gas industry took a nosedive. The result: a glut of condos on the auction block when

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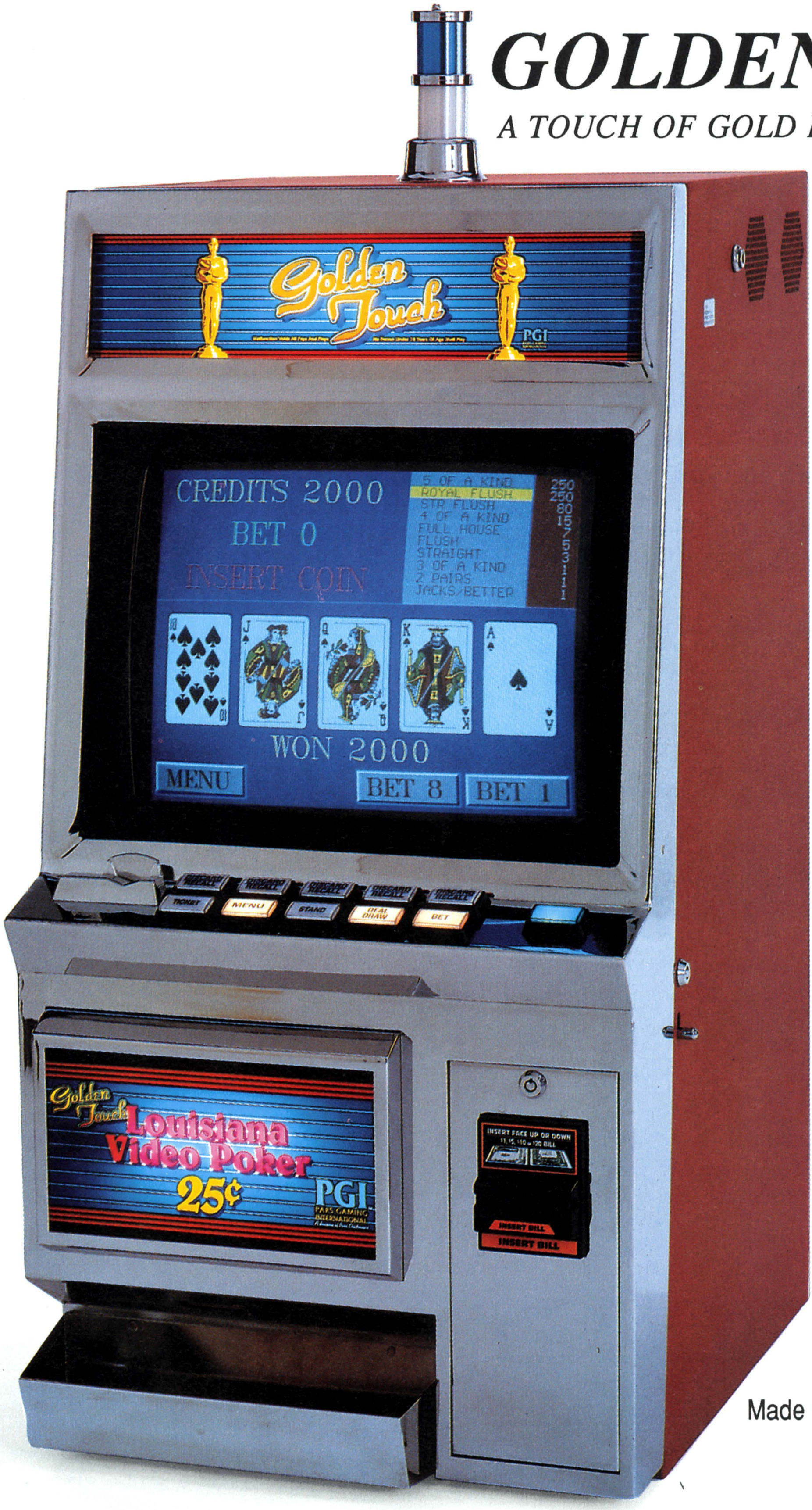
Golden Touch
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BET 0
INSERT COIN
5 OF A KIND 250
ROYAL FLUSH 250
STR FLUSH 80
4 OF A KIND 15
FULL HOUSE 7
FLUSH 5
STRAIGHT 3
3 OF A KIND 1
2 PAIRS 1
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formerly well-heeled investors were laid-off and unable to keep the homestead, much less the executive frills. Hotels changed hands, again. Six-Gun Junction, an area attraction, and the adjacent petting zoo closed.

The Mississippi Gulf Coast knows what it's like to rebuild. Hurricane Camille dealt the area a deadly blow in 1969, wiping out apartment complexes, motels, and beachfront homes for miles. Those who drove the coast in the aftermath of Camille will never forget the devastation.

A new era

Dockside gambling ushers in a new era for the coast, where an expected six vessels will find permanent homes by the end of this year. Dockside gaming was approved by referendum for Hancock, Harrison, Adams, Washington, Tunica, and Claiborne Counties. The vessels currently operating are located in Harrison County.

According to Gene Hill, chief of investigations for the Mississippi Gaming Commission, two more counties have a referendum coming: Warren and DeSoto. Vessels are approved along the Mississippi River, its tributaries, or the Mississippi Sound. Existing ships may be used to house the casinos or developers may build on barges. The legal age for boarding the vessels is 21; all are 24 hours a day.

Hill explained that there is no limitation on the number of licenses that can be granted for dockside gambling. Said Hill, "Six licenses have been granted from the commission to date. Two more vessels will be open in the next two months: the Tunica/Splash Casino in Tunica and the Casino Magic in Bay St. Louis. The Lady Luck Natchez will open after the first of '93. Eleven more operations have filed applications for licenses and are in the process of being investigated."

The approval process covers two categories—owners of the vessels and manufacturers and distributors of equipment. The economic impact of dockside gambling is being felt in Hill's own department, where he has hired two more staff members and expects to add four more. In addition, approximately 10 enforcement agents will be needed.

How does the state of Mississippi fare in terms of revenue? The state tax on gross revenue is graduated from four to eight percent: four percent on the first $50,000, six percent of the next $84,000, and eight percent of gross revenue over $134,000. The local municipality may also impose a tax or fee.

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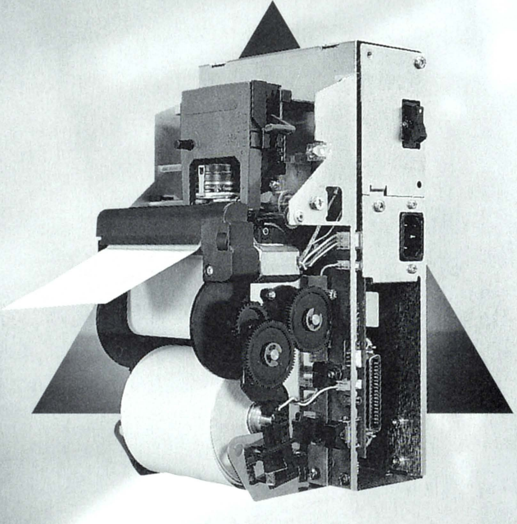

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At first glance, it appears to be a tourism boon for the food and beverage and hospitality industries. Real estate values are rising along with the hopes of investors and local businessmen.

The question remains: Will the public continue to support the new industry with the same fervor when it is no longer a novelty? It's not just the only game in town; it's the only full-fledged casino operation in the whole Deep South.

The nearest competition will come later from Louisiana, which is still wrestling with proposals for development of a now-legal casino in downtown New Orleans. The casino bill was rapidly pushed through the legislative session at the 11th hour, causing objections to ricochet around the state.

Legal video poker machines continue to be enrolled, but these are small-stakes games. Louisiana's riverboat gambling, signed into law in July 1991, calls for vessels to be built in the state; they must cruise for a minimum of three hours. Up to 15 licenses could be granted statewide with a limit of six per parish (county).

> *"Those who do the best job of marketing their products and providing the experience that customers like best will do well. That's true in any business."*

Dockside casinos are not Mississippi's first voyage into gambling. Two ships, the Southern Elegance and the LA Cruise, operated under a former law but had to actually cruise to and from international waters.

Positive impact

Bob LeBlanc, executive director of the Harrison County Tourist and Convention Commission, refers to the Mississippi Gulf Coast as "the hottest spot in America." The advent of the gaming industry is having a positive impact that far exceeds expectations.

LeBlanc, who has 19 years tenure in the tourism industry, looks at it this way: "No area in the United States has the potential to grow larger. It's unchallenged for growth potential in the travel in-

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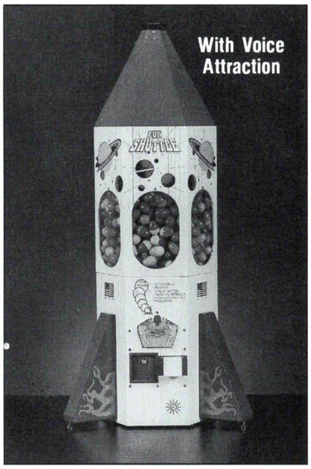

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dustry."

"Everything's happened so fast," he added. "During the hurricane watch all the vessels had to evacuate to safe harbor in Back Bay; it set them back three or four days but now all are operating again."

The casinos are not the only busy locations. LeBlanc said, "We're so busy we can't keep up with the phone calls. We've added four incoming lines to handle the volume. These are not problems but opportunities, and that's the way we're approaching it."

LeBlanc reports that 30-40 percent of the traffic is coming from south Louisiana. "Before gaming, these were the major visitors to the coast. The fact that we have gaming is only enhancing the situation. Local businesses are doing well, from hotels and restaurants to charter fishing boats." Although the area boasts 6,000 hotel rooms, LeBlanc feels that it is possible to double that figure within five years.

One local business owner said, "I'm hoping it will bring enough steady money to the coast to return it to top-notch status. There isn't any rental property left here, from apartments to condos—it's all occupied. I'm glad to see that most of the new jobs created have been filled by people from the region."

A coin machine operator in the area told Play Meter: "Gaming is bringing people into the state. Some businesses are experiencing an upward turn. One of my hotel arcades even doubled its income. But I fear overbuilding. Like everything else good, it will build up and this new industry will ask for a handout. When it's not forthcoming, it will be gone."

Another perspective

Is that really possible? To put it all in perspective, Play Meter contacted Chuck Patton, director of riverboat gambling, a bureau of the Iowa Racing and Gaming Commission. Patton kindly explained the Iowa riverboat situation for us in May 1991 when it was a new venture. Since the Diamond Lady and Emerald Lady were formerly in Iowa, his view is particularly insightful.

"No area in the United States has the potential to grow larger. It's unchallenged for growth potential in the travel industry. Although the area boasts 6,000 hotel rooms, it may be possible to double that figure within five years."

A quick review: Under Iowa law there is a certain game mix mandated (one table game for every 20 slot machines or electronic games), patrons can buy only $200 of house money for use at the tables and machines, and the maximum wager is $5. There is no limit on winnings. Ships travel the river but have winter dockside privileges if unable to cruise the river during the coldest months. In Iowa licenses are issued to non-profit groups.

At present Iowa has the Dubuque Casino Belle in Dubuque, The Mississippi Belle II in Clinton, The President in Davenport, and, later this fall, the Sioux City Soo in Sioux City. An offer has been made for the Dubuque Casino Belle, with plans to relocate it to St. Charles, Mo. The Dubuque Racing Association holds the license on the vessel and has the first right of refusal.

The departure of the Diamond Lady and Emerald Lady brings up the question: Are the limitations hurting riverboat gaming there? "Right now there's a shortage of vessels," said Patton, "and that's a factor. Some of the offers on the ships are particularly lucrative."

While Patton can understand owners wanting to get top dollar, there are opportunities in the smaller market. Must Iowa rethink its feeling about riverboat gambling? "If we choose to maintain our limits and other restrictions," commented Patton, "then it's not a market for the vessels that have a huge overhead." He pointed to the Mississippi Belle II as a perfect example of a ship that has been able to capitalize on a smaller market.

Is there a rush at the start that falls off later? Said Patton: "I think there's clearly a novelty effect. I don't think gambling is any different than an other business. When it finally stabilizes you may not have all the locations you had at the start. There's definitely a market. As long as its legal in the state there will be operations offering it. Those who do the best job of marketing their products and providing the experience that customers like best will do well. That's true in any business.

"The problem with gambling is that it's such a sensitive issue. The supporters oversell it to get it sold and too much is expected of it. It's the entertainment business. People go there to have fun and realize it costs money.

"When they first have the opportunity to gamble because its close at hand they will attend more in the beginning. But they will continue to go. Regulation is the key to maintaining the popularity of gambling. You can't let it slide to where it's not perceived as equitable. It's absolutely critical to continued patronage that the public perceives it to be well regulated, honest, and fair." ☐

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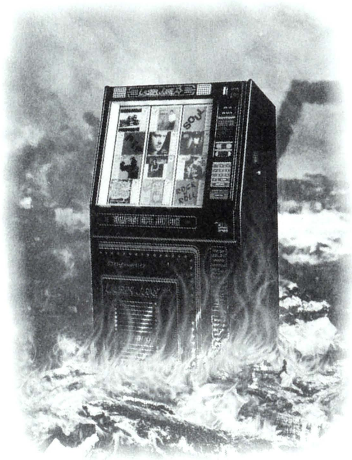

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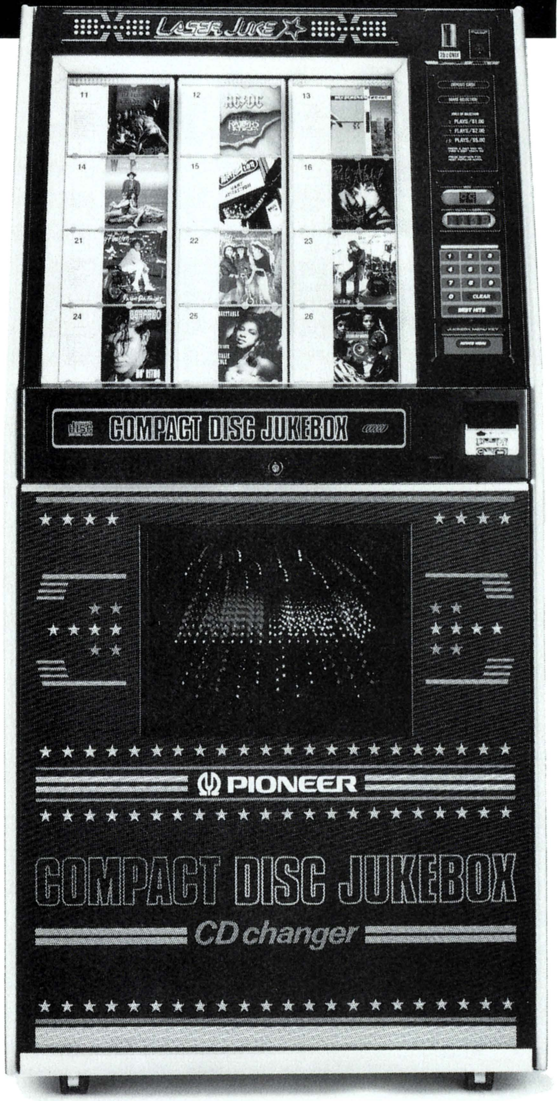

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John V. Albertella

Flexibility improves returns on coin-op equipment

This article ran in "Night Club & Bar" magazine in August. It is refreshing to see that this publication, serving the tavern industry, has researched the relationship bars and nightclubs should have with their operators. Although those in the coin-op business often say the same things printed here, we tend to be viewed as highly biased. Having it come from someone who really knows the locations sure pulls some weight. We'd like to thank the publisher and editor of "Night Club & Bar" magazine for graciously allowing us to reprint this article.

"I've tried coin-op, and it didn't (doesn't, won't) work!" You've either said it, or you've heard it. If it came from your mouth, there's still hope. Generally speaking, there isn't a bar, tavern, or nightclub environment where *quality* coin-op entertainment won't (a) provide a significant ancillary profit source, usually three to five percent of gross sales, (b) lift food and beverage sales a minimum of five to 15 percent, and (c) serve as an ongoing, no-cost promotion for increasing market share.

Yes, admittedly there are situations where all of the above cannot be achieved. But given today's equipment advances in play appeal, they are few and far between. So this message isn't for them.

It's for bar owners and managers whose experience with coin-op simply didn't meet their expectations—where results were poor or less than satisfactory. We're not pointing fingers here, please, but there are mistakes made both by coin-op operators and bar managers that alone or in combination can and will trash coin-op results.

> ***"Some bars and nightclubs are drawing anywhere from five to 30 percent of total gross earnings* in free money *from coin-op."***

What's important to realize is that the shortcoming isn't inherent to a coin-op entertainment strategy—it's the mistakes made all too frequently in execution of the strategy.

Selecting the operator

First, let's start with your coin-op equipment operator. How much time and effort did you invest in selecting him? It amazes me how often so little thought or attention is given to the equipment operator's selection.

When you consider that some bars and nightclubs are drawing anywhere from five to 30 percent of total gross earnings *in free money* from coin-op (when done correctly), you'd think this sort of partnership would be carefully and thoroughly developed. This requires checking out the equipment owner's clients, asking for a complete inventory list, learning his philosophy on new high-earning equipment, how he "prices" it and asking for his promotional resources/commitments. Simply, the more you put into it, the more you'll get out of it. And at the start, that's when it counts the most.

Exploring earnings agreements

Next, did you give a lot of consideration to the earning split portion of the agreement, or did you insist on the "customary" 50/50 split? When really blow-out equipment today averages in the $3,000 to $5,000 range, coin-op entertainment operators *need* more than 50 percent to be financially whole. And the smart agreements today reflect this reality.

Lesson #1: If you want top-flight equipment, give up a greater percentage. Your real net dollar earnings will be greater and the equipment operator can afford it (i.e, 40 percent of $300 a week for a *UB-QB* is better than 50 percent of $200 a week for a lesser-earning

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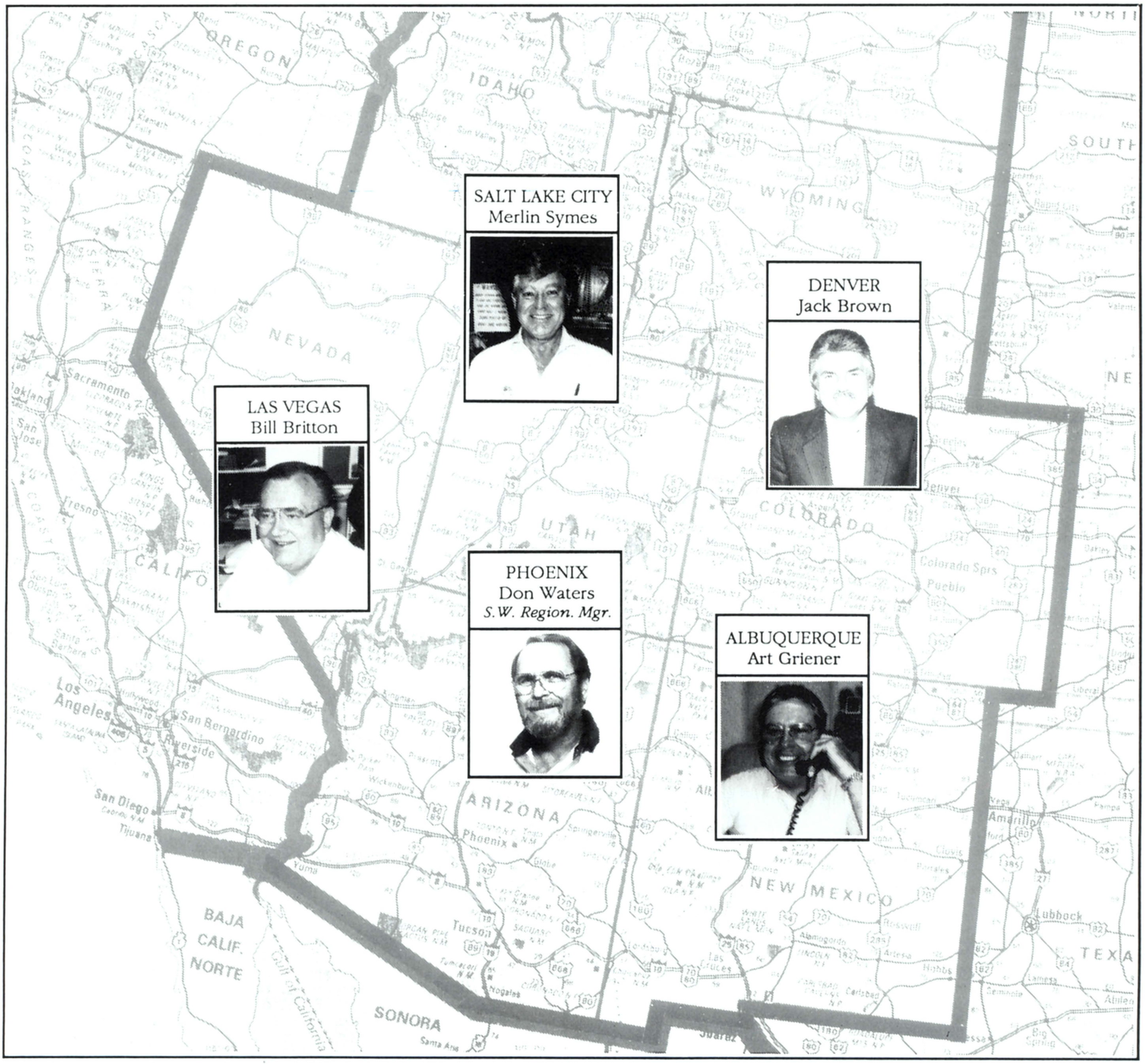
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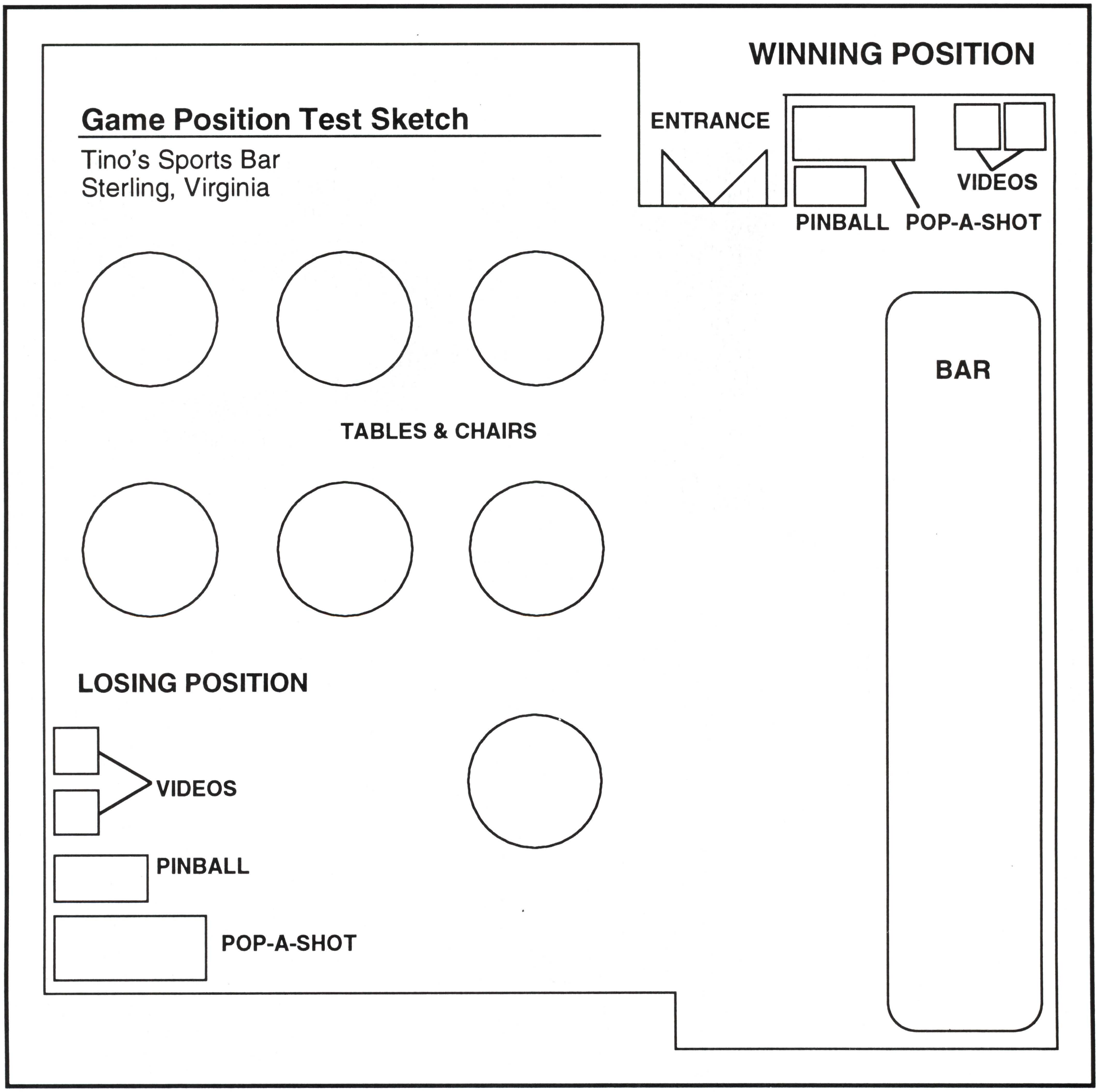
game—$120 to $100). You also may be surprised how the game rotation schedule, service response time, and the equipment's promotional value will improve on top-flight equipment.

Ignoring this advice by trying to squeeze every percentage point from your equipment operator will only make you a victim of every known short-cut in the business—and that's not good for your business or anyone else's.

As for equipment operators, they need to acquaint clients with all of the latest, high-earning equipment while explaining the mathematics of variable split agreements (on the whole or per piece) to reflect the new economic realities. To help improve ROI on investments, they could routinely suggest a sliding scale percentage—60 percent year one, 55 percent year two, etc., or established minimum for selected pieces. Today, in most cases, the historical 50/50 split rule is a disservice to both bars and coin-op equipment operators alike and has done more to impede the development and availability of quality coin-op entertainment.

Positioning for profits

Another fascinating dynamic between equipment operators and bar owners—and another one where the rubber meets the road of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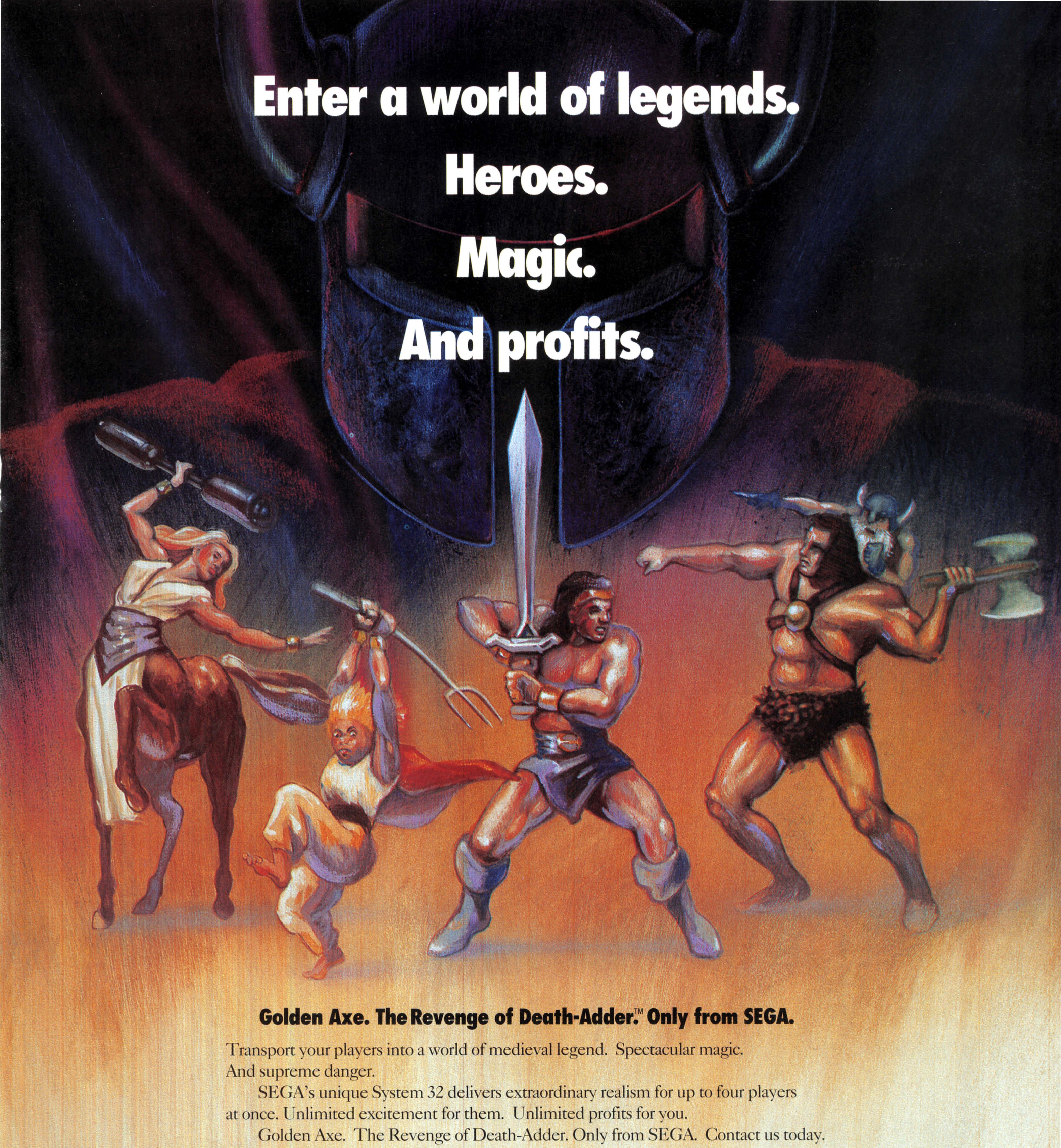
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high-dollar earnings—is how the equipment is positioned in the tavern location. There's really only one simple rule: the closer the equipment is to the bar or other high-traffic area, the better it earns (and the more profound its impact on beverage sales).

Now these are not minuscule differences. Our experience—under controlled test conditions—showed a 200 to 300 percent difference in equipment earnings depending on their location within the interior environment—accessibility, visibility, room to play, traffic patterns for high and low volume attendance, etc.

It's equally self-defeating for an equipment operator to want to place his pieces where they will interfere with bar service as it is for a tavern owner to require "the best stuff" and want to put it off in some distant, dead corner. Usually, good equipment operators are very skilled in determining a successful layout for different types of equipment. Their opinions are worth hearing, so try to work with them.

It's been our experience that the position of tables and chairs—the bane of many equipment operators—can be considerably more flexible (without affecting sales) than that of good coin-op equipment. While today's tavern emphasis is necessarily on promotions that encourage fun and entertainment for the customers, there is frequently little need for the "sit-down" conscious tavern owner to guard the seating capacity so intently. Bar, nightclub, and tavern customers, when asked, overwhelmingly want something to do besides eating and drinking. Dart, basketball, pool, air hockey, foosball, football, pinball, shuffleboard—yes, even good video, jukeboxes, and other novelties—represent a fine, never-ending, no-cost quality entertainment feature. But only if the equipment is positioned properly.

Proving the theory

For example, in that position test referred to earlier, we were asked to furnish a new suburban sports bar—seating capacity 110—with some sports coin-op entertainment. We selected two sports videos, *Capcom Bowling*, and *U.S. Classic Golf*; one sports pinball, a *Monday Night Football*; and a *Pop-A-Shot* basketball. The plan was to position them in a seating area at one end of the bar near the tavern's entrance. There was a large room off the bar where the table and chairs we were displacing would fit comfortably. But when it was time for installation, the proprietor insisted the pieces be placed in the large room off the bar instead. Averages for the first four weeks of gross collections were as follows:

Capcom Bowling	$ 41.50
U.S. Classic Golf	51.25
Pop-A-Shot	111.00
Monday Night Football	69.75

Convinced we could do much better with the original game position plan, were were able to test the same equipment there for the next four weeks. Earnings improved dramatically:

Capcom Bowling	$110.50
U.S. Classic Golf	105.00
Pop-A-Shot	325.50
Monday Night Football	184.00

Game earnings increased 263 percent with no net loss of seating space. Needless to say, we didn't have to move the equipment again. Finally, if after attempting to improve coin-op results by strengthening the basis for the relationship, you're still no further ahead, remember the door's always open. Move on. Find another operator who can do it better. They're out there. ☐

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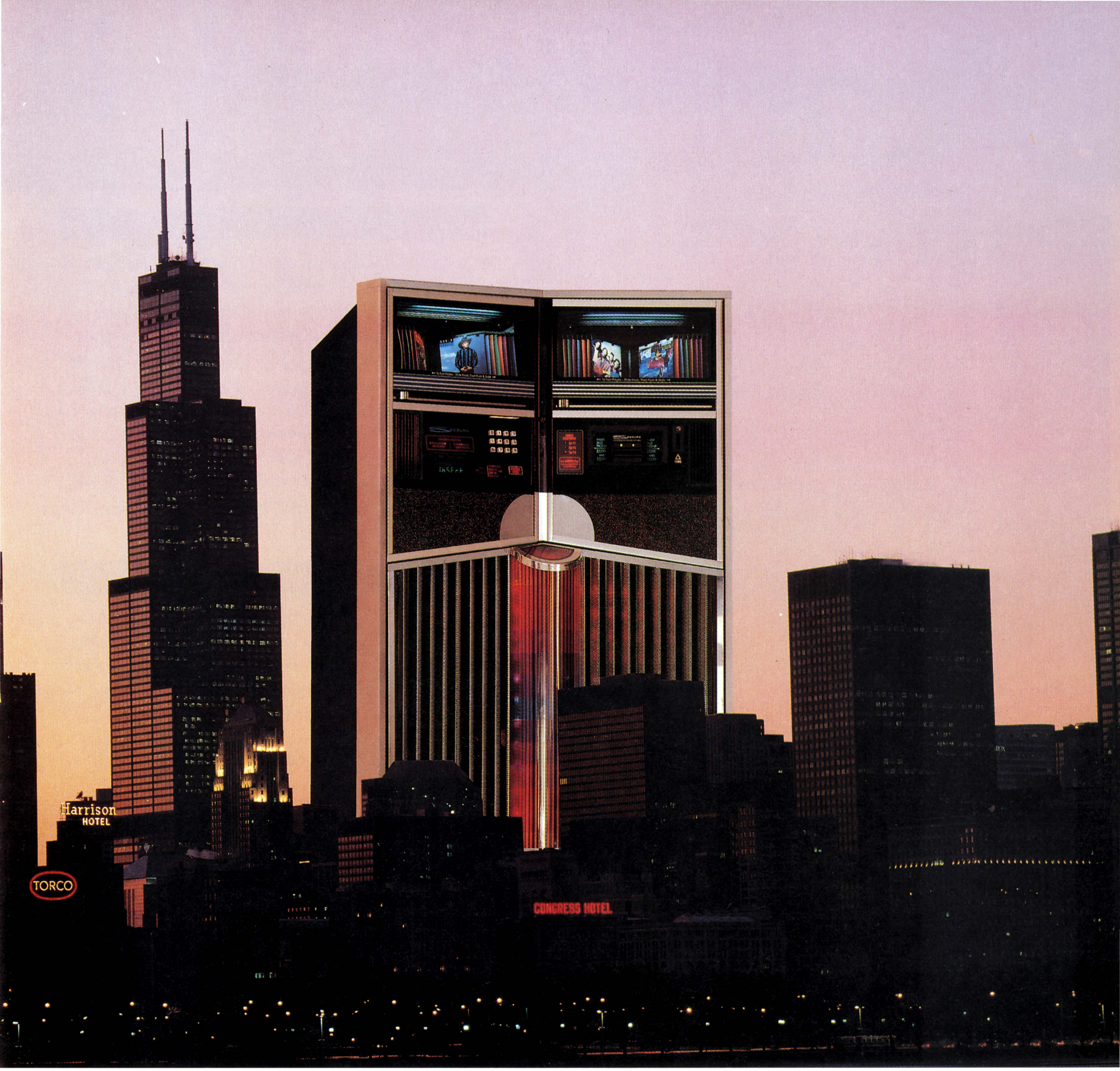

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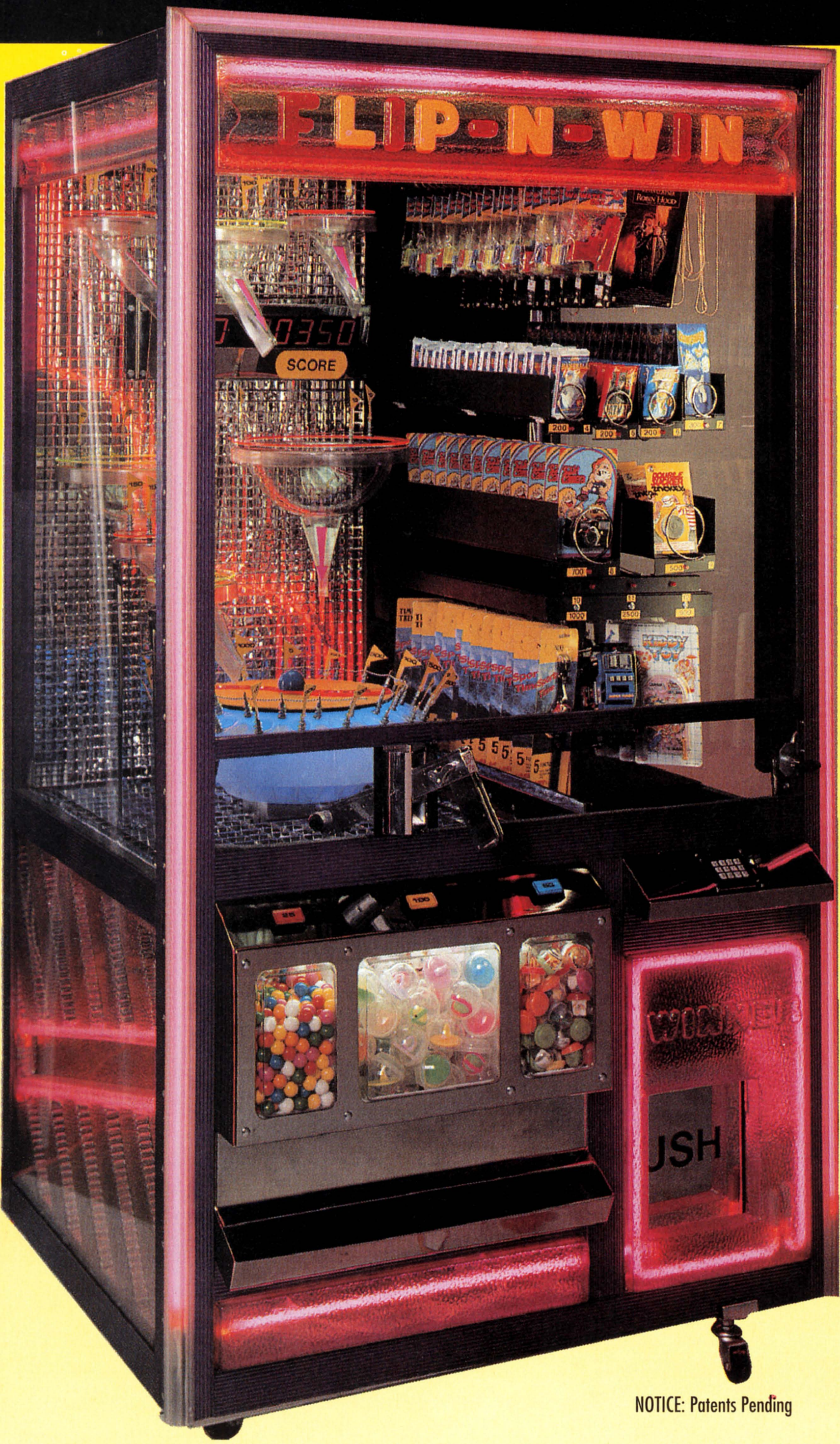

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FLIP-N-WIN: WHAT IS IT?

It's a combination of skill games and electronically automated dispensing units all in one cabinet. It's just like an arcade redemption center, only it's much smaller and without the requirements of an attendant and requires a lot less initial capital investment. Like an arcade redemption center, players have a blast playing the skill games and building up their score and trading their score for all types of various prizes. FLIP-N-WIN has incredible earning capability. As much as $55 an hour. All you need to do is provide good locations like bowling centers, bingo halls, large pizza parlors, sports bars, night clubs, billiards halls, truck stops, retail stores, skating rinks, bars, etc. Basically, any location with good traffic flow will make an amazing amount of profits. FLIP-N-WIN is designed to be appealing to people of all ages.

FLIP-N-WIN: HOW DOES IT WORK?

Player flips coins at 27 different targets that range in score value of 1 to 1,000 points. The flipping game is all skill. It has lots of player flexibility and can hold 1 to 10 coins at a time. Scoring is accumulated as coins are flipped out, fall in or hit 1 to 27 different scoring targets. The huge LED displays the total score of all coins flipped as well as displaying the score of the last coin flipped. Players can trade and use up their score at any time by selecting one or any combination of prizes. Everyone can be a winner every time. You can set the machine so that even if a player misses all the targets, you can give him a consolation score that he can redeem for the minimum prizes. This feature also stimulates player excitement and builds confidence to play more so he can build his score higher to win bigger prizes.

FACTORY RECOMMENDED COMMISSION STRUCTURE

The factory has been testing FLIP-N-WIN in the field through a local Los Angeles game operator. After months of testing, we found the most profitable way of operating a FLIP-N-WIN redemption center is **25% for the location; 25% product costs; and 50% for the operator**. This will keep locations and customers happy and be very profitable for you.

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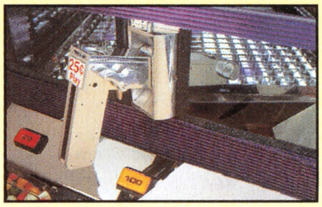

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fully automated, coin operated, and skill game all in one.

OPTIONS AVAILABLE

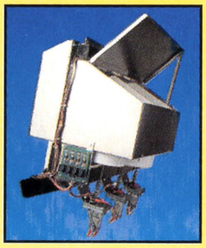
1.) FLASH PACKAGE: Jazz up your FLIP-N-WIN with color, chrome plating, flashing lights, 3 dimensional back lighted decorative panels, extra glass & moving targets, a win & attract cycle and exciting digital sounds.

2.) NEON LIGHT PACKAGE: Make your flash package look really hot by adding neon lights. Have you noticed how all the big arcades, movie theaters, restaurants, and retail stores now use neon everywhere? Well now Planet Earth offers this as a brand new concept for a coin operated machine. With this option your FLIP-N-WIN redemption center will come alive. Players will be drawn to the machine like a magnet. This option will pay for itself in a matter of weeks.

3.) BIG SELECTION PRIZE REDEMPTION DISPLAY/DISPENSER:

Add this option to the purchase of your FLIP-N-WIN and this will stimulate much more play action. By displaying high point items, players are encouraged to spend more money as they build up their points high enough to win the top prizes. It's clever because the prizes are displayed in front of the player at all times. It really stimulates him to play and play past the point of no return.

4.) BULK REDEMPTION/DISPLAY UNIT: By adding this to your FLIP-N-WIN, you'll be able to do many things. First, you'll take a big strain off of your big prize redemption dispenser. By allowing you to give out a high volume of low score value items. Secondly, you can adjust it to give a player a consolation prize. Thirdly, you can now offer a player a prize for a minimum score. Fourthly, a player can use up the balance of his score after he selects bigger prizes. Very flexible, it dispenses anything from candy, gum, peanuts, to capsules, eggs, etc.



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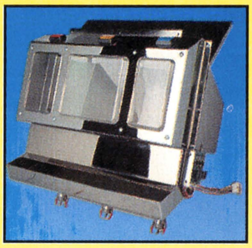

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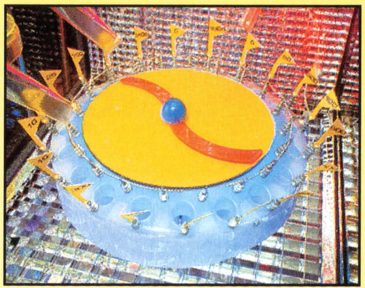
5.) OPTIONAL ROTATING PLATTER DISK:

This option takes the place of other coin collector bowls and targets. This option is amazing and incredible how appealing it is to all players. It might look like a game of chance, but really it's 100% skill. It's very challenging . The player goal is to flip a coin and land it on top of the disk in a specific area so the wiper will precisely wipe it off in one of the 20 holes. The player and spectators love it. It's exciting and fun to watch it work.



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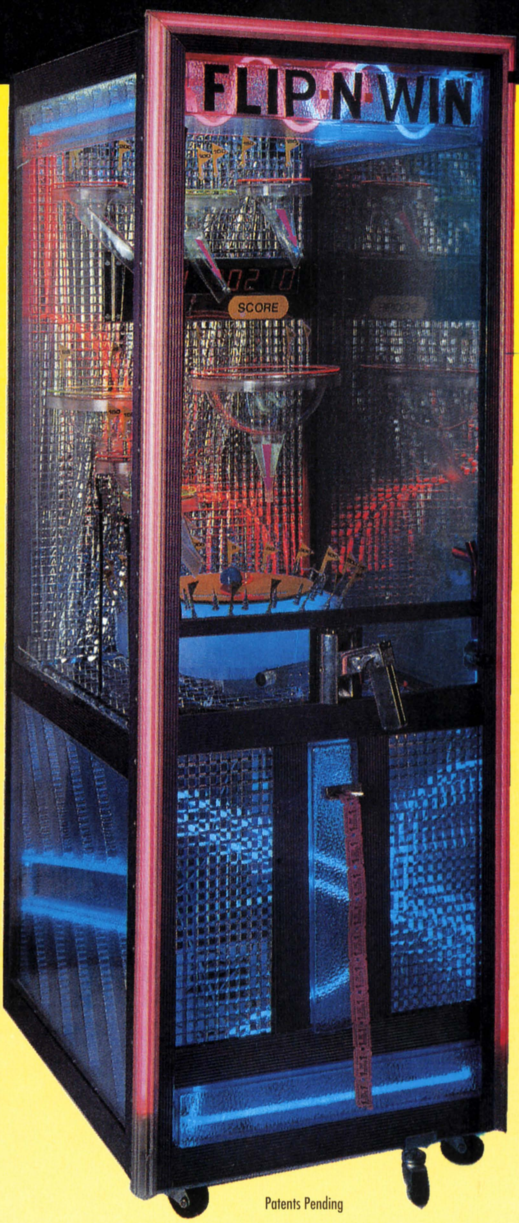

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The beginning of the "shake-out"

The industry had been basking in the glow of success. Operators, distributors, manufacturers—everyone in the industry was making more money than they had ever dreamed of making. However, in the backs of most minds was that haunting thought that it might not last.

That feeling was manifesting itself more and more during 1982, and by the middle of the year the industry had a new motto: the shake-out is coming. Operators had joined the industry in droves, and many were just beginning to see the end of the free ride. The shake-out was described by the late Don Osborne as "the industry's version of the survival of the fittest."

While the industry was forging plans for the future, it continued to suffer some unfortunate blows from a variety of sources. Video games had only been around less than 10 years but seemed to generate more than their share of attention—mostly bad.

A New York City Supreme Court justice ruled that the city could use zoning laws to close 27 video game parlors. Ironically, the same justice ruled that the city could not use the laws to shut down peep shows because they are protected by the U.S. Constitution.

Ronnie Lamm, president of the Middle County PTA in New York, was the most outspoken of all video game opponents. Those in the coin-op industry came to know her name well as she appeared on numerous television shows blasting video games. This time she convinced the Brookhaven Town Board to extend its moratorium on video games. Another PTA member equated the efforts to ban video games with the immunization of childhood diseases—it was something parents had to do for their kids' good.

As if it wasn't bad enough that cities and counties were trying to close or prevent opening arcades, some university came out with the first of what was to be many many claims that playing video games caused "arcade arthritis" or some other dreaded diseases.

However, we had a friend in a former high school principal, who sent the mayor of Boston the results of a research project that found "the evidence clear that a well-lit, well-supervised video arcade poses no more a threat to American youth than their congregating at athletic events, pizza parlors, school dances, amusement parks, or soda fountains." He added, "If it comes down to drugs, guns, gangs, or games, I'll take the games."

So severe was the media barrage against the industry, Atari coordinated a series of public speaking seminars to give industry people more confidence when dealing with the media. One class offered tips on how to deal with a hostile audience!

Several leading distributors were asked to discuss the future. Here are a few of their thoughts 10 years ago: Jim Frye of Brady Distributing said, "The market for video games has reached a saturation point."

Pete Entringer of Audio Visual Amusements said, "The market is soft because manufacturers got greedy and made too much equipment. Another thing that hurt the industry is knock-off companies."

Ira Bettelman of C.A. Robinson added this, "Experienced operators passed up questionable locations a couple of years ago. But as the coin-op industry began going through a boon period, new operators began snatching up those mediocre locations and starting making money. Experienced operators regretted passing up the locations. However, now the guy who passed up that mediocre location is smiling."

In other industry news 10 years

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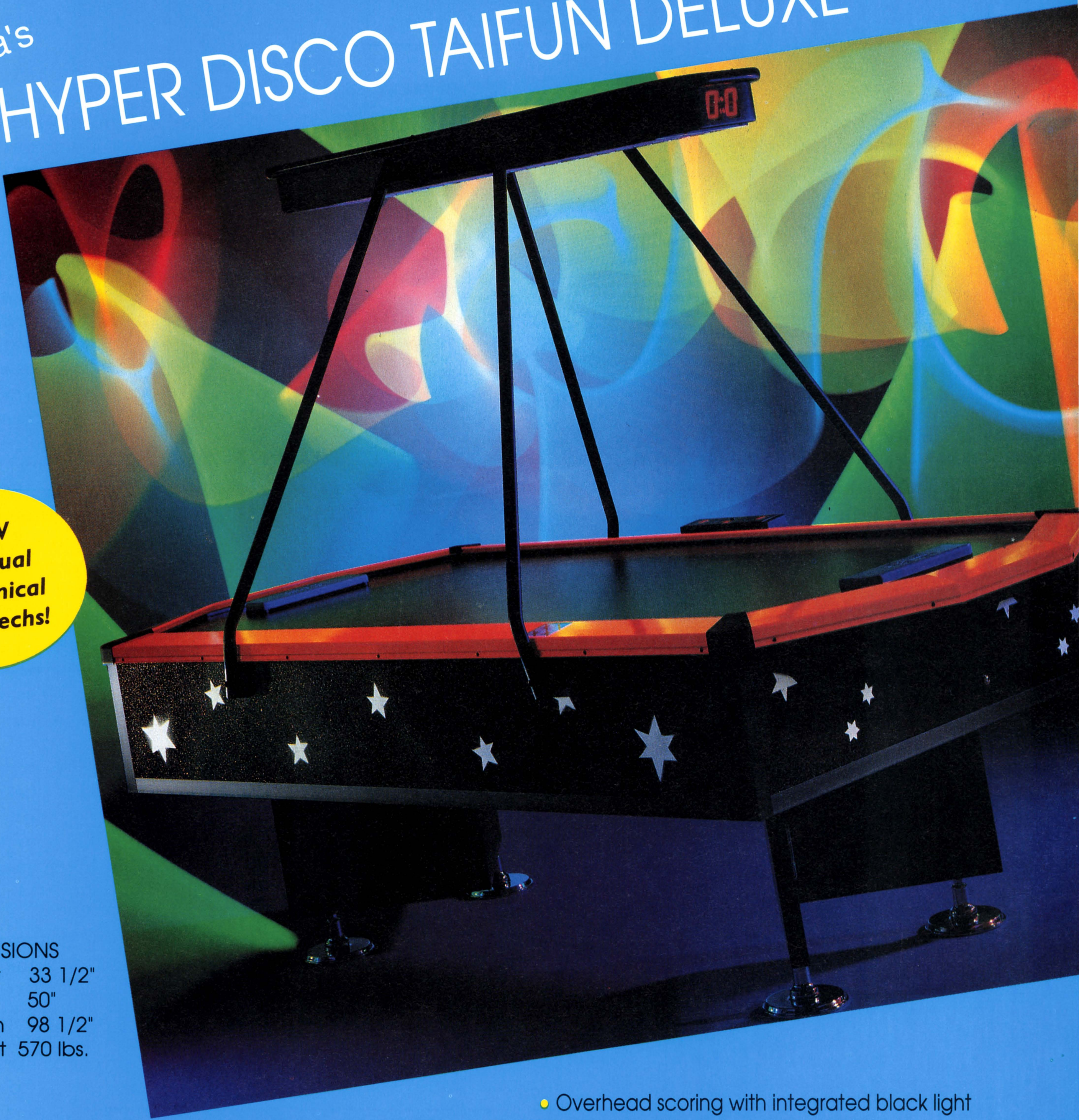

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ago, Sega's *Zaxxon* was featured on a TV commercial, the first coin-op video game commercial based on a specific model; gray games were ruled not so gray in Pennsylvania, where courts ruled that an Electro-Sport video draw poker game was not a gambling device *per se*; similar draw poker games made by Sircoma were banned from Niagara County, N.Y., when a court decision deemed the games illegal; Midway enjoined Elcon Industries from using Midway printed circuit boards in its cabinets; the threat of a $100 tax on video games in Kansas City, Mo., forced operators to band together to fight it; and Nintendo purchased 13.4 acres of land in Seattle with plans to build offices and move there from the East Coast.

A "biz-op" salesman was beaten with a lead pipe apparently by another biz-op salesman; C.A. Robinson and Circle International led a fight that resulted in the defeat of a proposed machine tax in California; and Stern Electronics announced plans to discontinue manufacturing pinballs to concentrate on video games.

There were plenty of new products introduced 10 years ago, including Gottlieb's *Reactor*, Williams' *Cosmic Gunfight*, Atari's *Kangaroo*, Centuri's *Tunnel Hunt*, Taito's *Space Dungeon*, Stern's *Tutankham*, Thomas Automatics' *Oli Boo Chu*, Destron's *Slither*, Sega/Gremlin's *Zektor*, Bally's *Spectrum*, and Tuni Electro's *Radar Zone*.

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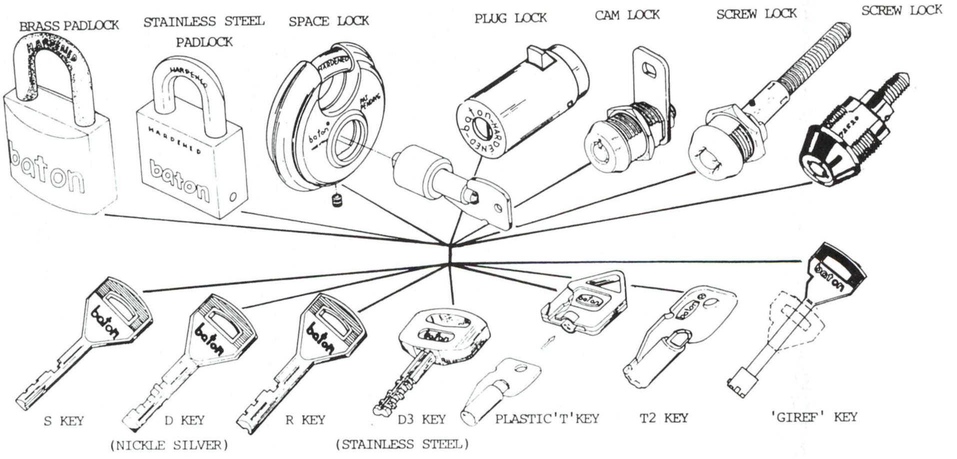
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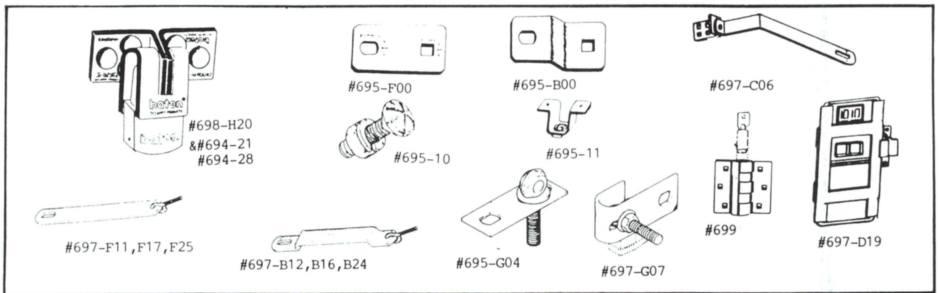
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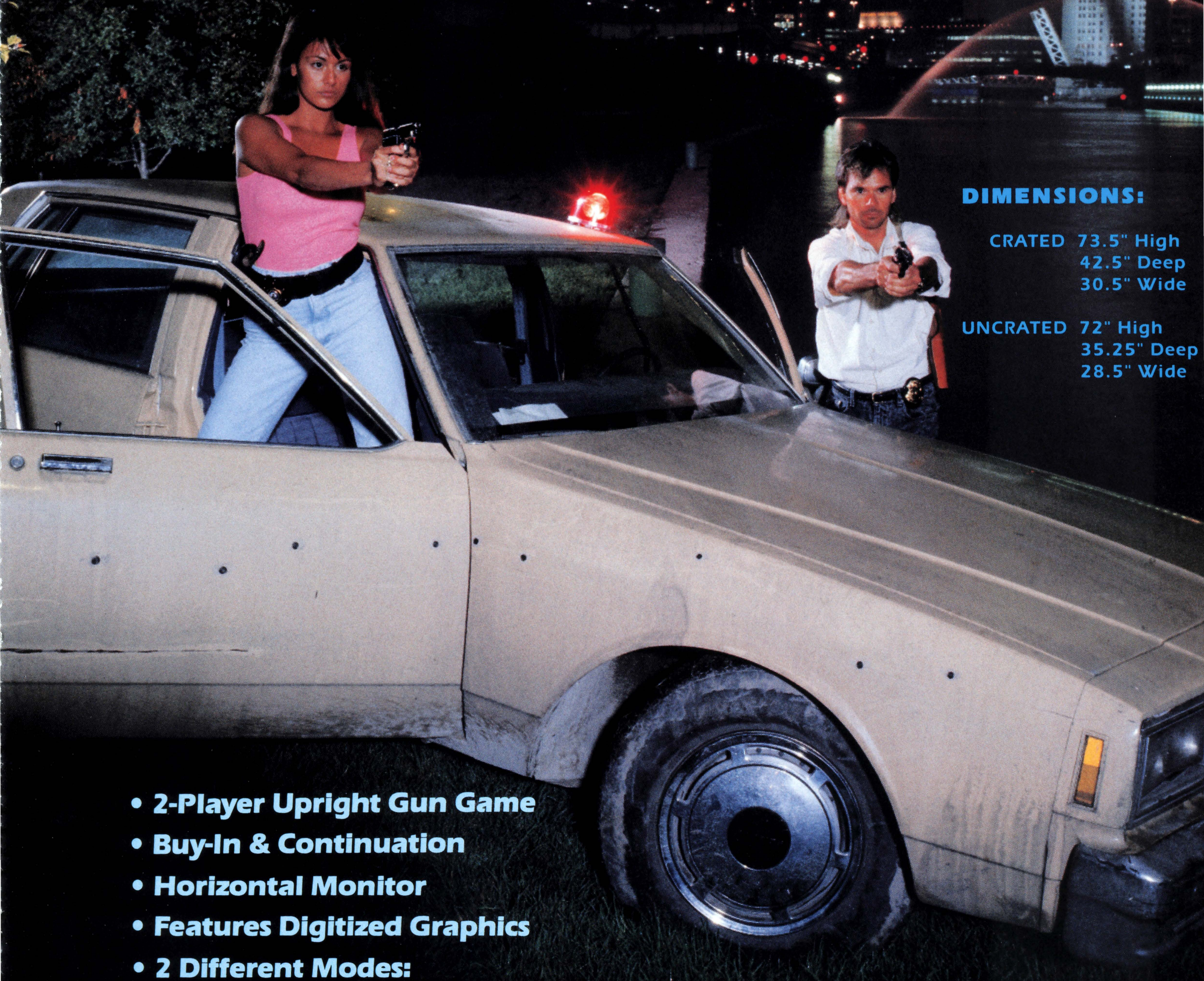

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LETHAL ENFORCERS™

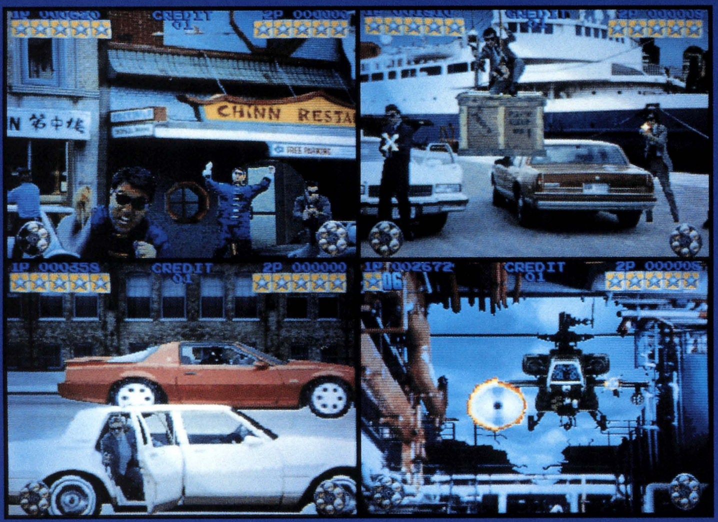
- **2-Player Upright Gun Game**
- **Horizontal Monitor**
- **Buy-In & Continuation**
- **Features Digitized Graphics**
- **2 Different Modes:** Standard or Street Version (Dip Switch Adjustable)

In Konami's hot new gun game **LETHAL ENFORCERS**, you take control as a detective in the toughest section of the city. Test your merit as an officer of the law against the most dangerous criminals around.

The action begins when you are called to the scene of a bank robbery in progress. Help the patrolman on the scene by shooting the robbers—but make sure not to hit the innocent victims. Follow the perpetrators out of the bank, then test your skill at hitting moving targets in a high speed car chase. Then it's off to Chinatown and its surroundings to protect the citizens from violent ninjas and more gun-toting villains. After you have the situation under control, proceed to Metro Airport to neutralize a hijacking attempt. Then, race off to the city port, where a major drug deal is taking place. Finally, you are called to a highly volatile condition at the Chemical Plant. Watch out for hidden enemies, toxic explosions, and be prepared for an intense night vision challenge.

In between stages, shooting ranges are given for you to test and improve your marksmanship. Also, after each stage, your accuracy stats are shown. This determines your rank in the police force: patrolman, detective, sergeant, lieutenant, captain, or commander.

LETHAL ENFORCERS features incredibly realistic digitized graphics. Each stage contains several different scenes and many hidden surprises. The game can be played in two different modes. In the standard mode, the game is played in the sequence described above. In the street version, players can select which scene they want to play in any order. With these options as well as exciting, challenging game play, **LETHAL ENFORCERS** is a sure-fire hit for any location!



KONAMI®

Bonnie Theard

Move over Mickey Mouse, Camp Snoopy is here

Baby boomers are apt to name Snoopy as their favorite cartoon character. After all, they literally grew up together. Snoopy, the beagle with brains and emotions, jumped from the comic strip pages to TV to book shelves and into young hearts with ease. Now those children of the '50s and '60s can bring their families to Knott's Camp Snoopy in the Mall of America mega-shopping/entertainment complex in Bloomington, Minn., a suburb of Minneapolis.

Billed as the "world's largest indoor theme park," Knott's Camp Snoopy comes in answer to the question: Is it possible to build a theme park that maintains the feel of the great outdoors, and is guaranteed to stay open year 'round, in a state known for bitter winters?

Camp Snoopy encompasses seven acres in the center of Mall of America, a 4.2 million-square-foot, 78-acre shopper's heaven located where Metropolitan Stadium once stood.

The mall opened on August 11 with 250 retail stores (including biggies such as Bloomingdale's and Macy's), 57 restaurants, 14 movie theaters, parking spaces for 13,000 vehicles, and 54 bathrooms. It was built at a cost of $625 million by the Triple Five Corp. of Edmonton, Alberta, developers of the West Edmonton Mall in Canada, and partner Melvin Simon & Associates of Indianapolis.

Camp Snoopy is right in the center of it all, under a 100-foot-high glass roof. The cost of the park alone: $70 million. Sixteen large-scale rides designed by Knott's Berry Farm's Robin Hall accommodate the entire family. Choices include the Tree Top Tumbler, Snoopy Bounce, Shaft Mystery Mine Ride, Paul Bunyan Log Chute, Linus Loop, Pepsi Ripsaw Coaster, and many others. Admission is based on a point system for each ride instead of the usual pay-one-price; the lowest cost is two points and the highest is five points (each point is 50 cents).

"Mega-malls are changing the scope of the shopping center as surely as suburban malls changed the face of downtown areas in major cities."

For decades parents have wondered how they could occupy the active minds and bodies of their youngsters when they had to take them along to the shopping center. Customers at Mall of America won't have to ponder that thought any longer. They can even rent cellular phones while they are in the retail stores and "beep" their kids in Camp Snoopy when it's time to go.

Coin-op connection

Children may be reluctant to leave, however, considering the entertainment value of Camp Snoopy. Of particular interest to the coin-op industry is the park's arcade, which is outfitted with over 100 games, one-fourth in the redemption category. Familiar products are in the product mix, from banks of *Skee-Ball* games to Alter Enterprises' remote-control boats and cars and Bob's Space Racers' *Water Race*. Zamperla's Bloomington Express train ride travels through a small forest, while its Huff 'n Puff uses raw kid power to propel railroad sidecars.

Bob Minick of J.R. Minick & Associates, design consultant for the amusement industry, visited Camp Snoopy shortly before the grand opening. "It's very well done," said Minick. "They have marvelous upscale retailers. They've attracted first-rate tenants and have a line-up of first-rate equipment. The Knott's operation in the center should provide an excellent amusement facility. It's truly an outdoor amusement park that's been brought indoors. The landscaping is impressive."

Earl Heller of Alter Enterprises agrees with the outdoorsy description. "Numerous skylights were utilized to give a natural feeling," commented Heller. "The design is quite unique." Alter was contacted about the project approximately two years ago; the company already had an existing relationship with Knott's Berry Farm's Buena Park, Calif., location.

According to the August 10-16 edition of Amusement Business, "As one enters the park, more than 400 trees, some as tall as 35 feet, get your attention. Stone walls, rustic benches and light poles, split-rail

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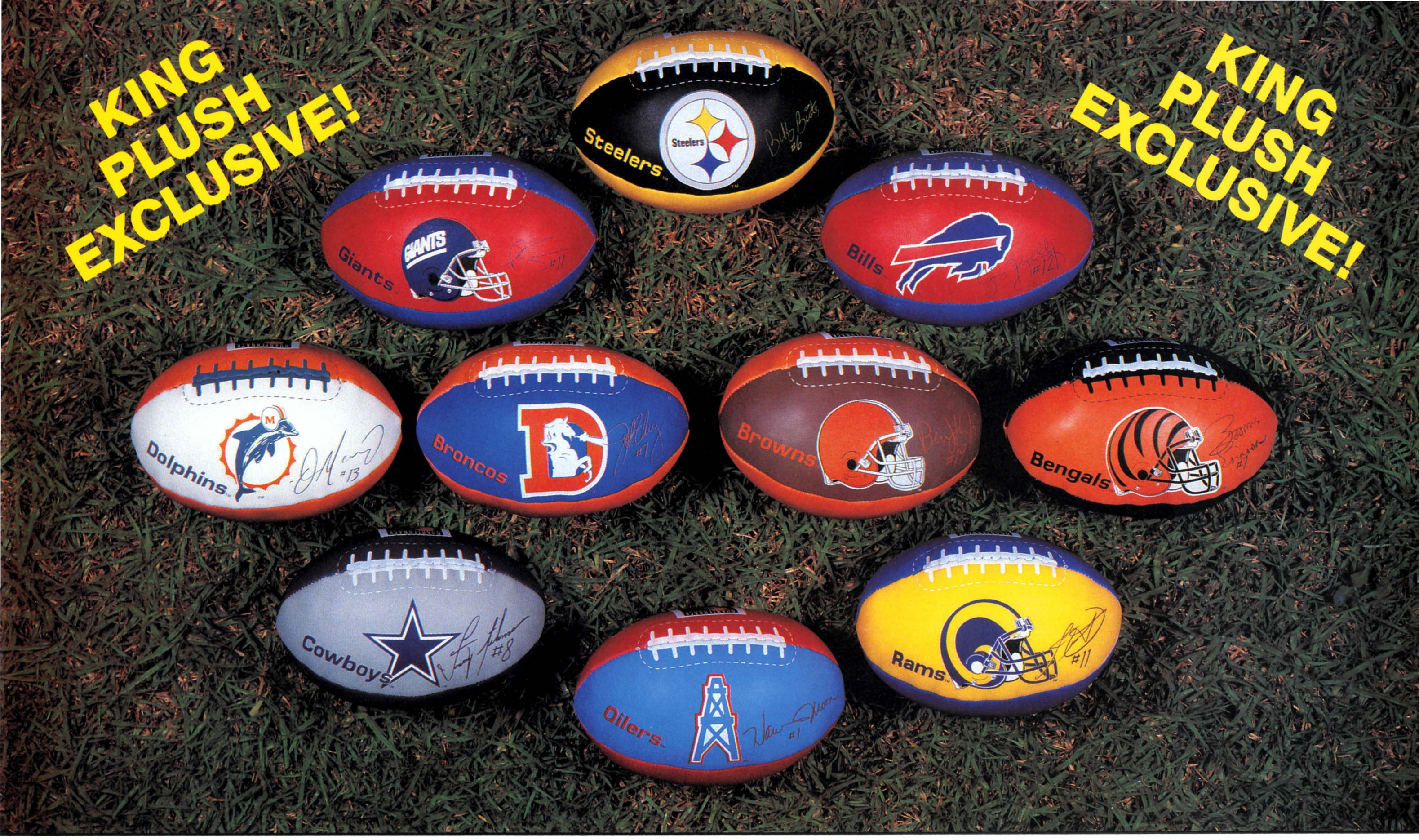
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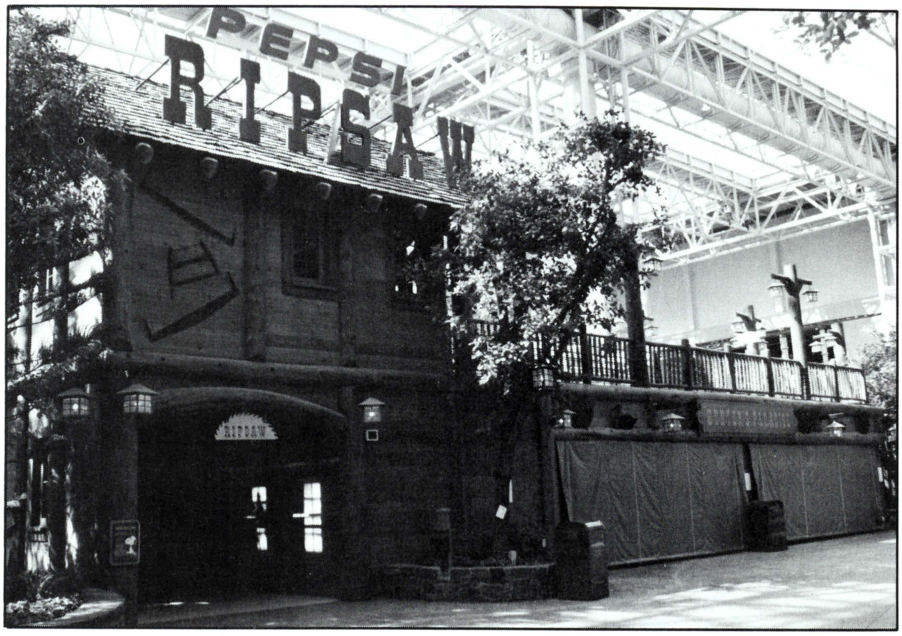

fences, and cobblestone-like walkways add to the feeling of the North Woods."

Another early visitor, Steve Turner of Acme Premium Supply, was full of praise for the park. Said Turner, "The whole project shows the kind of flair the Knott's organization has been able to put together in theming everything they've ever done. They do it right. Camp Snoopy is gorgeous."

Turner, who is director of sales for Acme's carnival and park division, traveled to the park two weeks before opening day; he returned the first week of September for the Minnesota State Fair in St. Paul, Minn.

Acme has provided most of the merchandise for the crane machines in the park and a large supply of prizes for the redemption area. Turner described the placement of Camp Snoopy as ideal: "The park is situated in the middle of the mall with good traffic flow. There are no corners, it's totally lighted from above, and you feel as if you are really outside."

Collectors of Peanuts character items will be delighted. The first shop devoted entirely to Snoopy- and Peanuts-related merchandise is located within the park at The Snoopy Boutique. Other shops with Snoopy-themed items include Camp Snoopy Toys, Peppermint Patty's Candy Store, and Joe Cool's Hot Shop (representing Snoopy's hip side). In addition, a sportswear shop has Peanuts characters combined with NFL stars on shirts and other apparel.

If all this sounds like a new destination for a family vacation, you're absolutely right. The entire family can be blissfully entertained for days—rides for everyone, a shopper's smorgasbord for mom, and Oshman's for dad.

Just when you thought there were only two mega-malls in North America, hold on. The August 17 edition of Nation's Restaurant News gives us a hint: "The Triple Five Corp., headed by Nader Ghermezian and his family, reportedly is trying to interest officials in other cities, such as Toronto and Buffalo, in similar mega-malls. Undoubtedly, many are watching to see if there could be a Mall of America in their future."

Shopping malls have long been desirable locations for family amusement centers. Mega-malls offer even greater possibilities for upscale facilities that showcase what the coin-op industry has to offer the public. Such malls are changing the scope of the shopping center as surely as suburban malls changed the face of downtown areas in major cities. The evolution of the shopping mall continues. ☐

Photos for this article are courtesy of Bob Minick, J.R. Minick & Associates.

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Fortunes of space foretell Bob's Space Racers' future

Bob Cassata, owner and CEO.

Jack Mendes, president.

The name. The game. The timing. While America stood on the threshold of space exploration, about to fulfill the Kennedy promise of a man on the moon by the end of the decade, Bob Cassata, owner and CEO of Bob's Space Racers, was about to begin his own journey into uncharted territory.

Cassata, a construction superintendent by trade in the mid-'60s, branched out into the amusement world first as a concessionaire and later as an innovator of trailerized games. Success led to manufacturing and a pattern of rapid growth that's taken him and his staff (100 today) into the '90s with a string of now-classic games that includes the popular and much-imitated *Whac-A-Mole*.

Cassata was recently chosen by INC. Magazine as the Florida region's manufacturing Entrepreneur of the Year. Awards are presented in 39 regions of the United States; Cassata will next be considered for national honors.

Midway games and redemption games are the product base for the Daytona Beach, Fla., company, named for the first game, actually titled *Space Racer*. According to Jack Mendes, president and a staff

> "We try to tell people they must think of redemption as a fancy way of retailing. The entertainment value of the game is only one portion of it."

> "With any of this equipment it's either going to hold up and do the job or it's not. The operators and the consumers are going to find out in short order."

Your Ticket to Profit

GREAT GAMES COMPOUND INTEREST

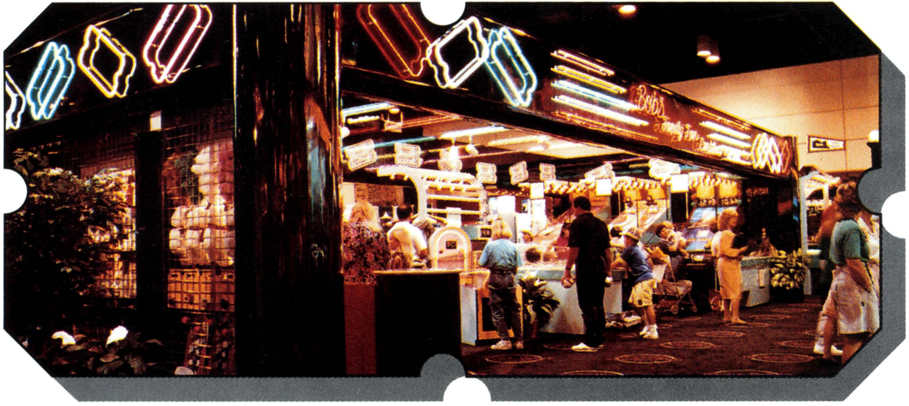
REDEMPTION CENTERS – In family fun centers and arcades the use of redemption centers really compounds the interest of customers. At Bob's Space Racers we are experts in redemption systems, ticket dispensers, tokens, merchandising, stocking, cash control and distribution facilities for redemptions. We will be glad to help you develop the redemption set-up which is right for you.

Roll-A-Ball (Derby)™

Sidewinder™

Whac-A-Mole™

Bowler Roller™



Family Fun Center/Redemption Center

MINI MIDWAYS – A mini midway can compound the interest of long time customers and new customers alike. Why limit your facility to arcade games? You can capture the magical fun and excitement of parks and carnivals with your own mini midway. Group games and individual games such as Water Games, Roll-A-Ball Derby, Super Shifter and Bowler Roller can add new interest and sparkle to your operation. We have developed many mini midways for operations around the world. Let us customize a mini midway for you.

EXPERIENCE – For over twenty years we have played a major role in the games and amusement industry. We are the largest manufacturer of group games in the world and a major producer of arcade games. We have first hand experience from operating to manufacturing and as a result you get popular, dependable games with a proven record of success and profitability.

We have become the biggest because we are the best. You can be sure of quality products, dependable service and helpful operations support when you buy or lease our games. Look to us for great games, great new innovations and great operating concepts. We can help you capture **100% OF YOUR CUSTOMERS' INTEREST, AND COMPOUND IT DAILY.**

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Sidewinder™
Roll-A-Ball (Derby)™
Bowler Roller™
Super Shifter™
Water Games™
Crossbow Shoot™
Can Alley™
Gotcha (Crane Game)™
Bully Buster™
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Sidewinder A Patented Game of Bob's Space Racers

Designers and manufacturers of games since 1970

Family Fun Center, Bob's Space Racers' style.

member since 1968, "The theme of the first game came from the Apollo rocket program of the late '60s and early '70s. Being located in Florida, and not far from Cape Canaveral, everyone was interested in space."

> *"All of our games fall into two classifications: race-themed games or hand/eye coordination games."*

Space Racer, a 1970 game, featured an outer space background with planets and stars, a black light, and day-glo and phosphorus paint. "Mechanical games themselves were fairly innovative," commented Mendes. "To use lighting and sound effects was really innovative."

Cassata and his wife Joyce actually constructed *Space Racer*. Joyce served as office manager and bookkeeper for many years and remains active in the business today from a research and development standpoint. Mendes also had a hand in *Space Racer*, designing the original electronics.

Another key person on the Bob's Space Racers' team is Jack Cook, vice president, who joined the company in 1977. He coordinates the road operation of the company, which tours Canada each summer and travels throughout the eastern half of the United States. During off-season, Cook is active in manufacturing.

As a company, Bob's Space Racers believed in redemption games before they became the rage. Said Mendes, "One of the reasons we've done so well in redemption is because the games are a spin-off of what we did originally. We build games that help players win merchandise. Our roots are in carnival amusement games. We understand the value of the prize concept from our own operational experience. Fifteen years ago, when we went to the AMOA Expo with our first piece, we and Skee-Ball were the only ones with redemption games."

One look at the roster of exhibitors for this year's AMOA Expo gives a totally different picture—it's full of redemption game manufacturers. What does Mendes

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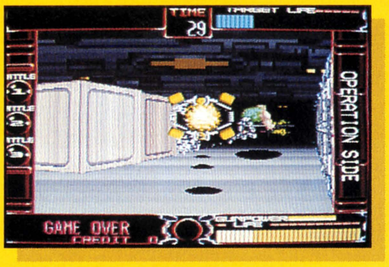
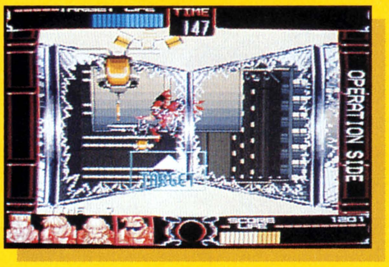
New Interactive Battle Game in 3D! Who will be the hunter, and who the hunted? Incredible shooting power!

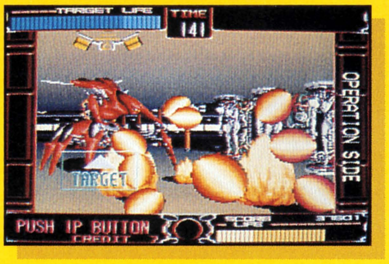
Hunt down enemies in hiding in a breathtaking gun fight steeped in the chilling tension of battle. Go on the attack, or take to defense. *Operation GunBuster* is a groundbreaking strategic 3D shooting game that allows players to shoot each other. Unlike ordinary games in which players compete for high scores, *Operation GunBuster* is a battle game, the likes of which have never been seen before. Players actually shoot it out on screen to see who lives and dies - pure realism! Players use a joystick to move about, lie in wait, or fire and flee. Players choose their own fighting styles and can go it alone, or team up in pairs. Players may also opt to take on the computer, gradually working their way through 13 successively difficult and magnificent battle rounds. Even two players can team up to challenge the computer, each taking on a different character role. Whatever the mode of play, players can meaningfully open up new horizons for endless thrills and maximum satisfaction.

1P vs 1P **2P vs 1P** **2P vs 2P**	Victory is yours when your opponent's life meter reaches "0". Win two out of three battles to be a grand winner. Players may not join in once play has started.

1P vs CPU **2P vs CPU**	Clear each round by defeating its boss within the time limit. Players may join in during play.


TIME
29
TARGET LIFE
OPERATION SIDE
GAME OVER
CREDIT 0


TARGET LIFE
TIME
147
OPERATION SIDE
TARGET


TARGET LIFE
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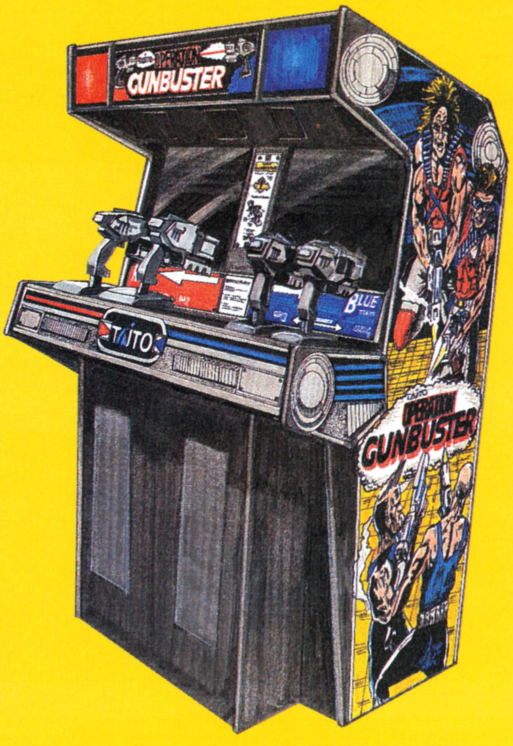
OPERATION SIDE
TARGET
PUSH 1P BUTTON
CREDIT 2


OPERATION
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- **Cabinet Dimensions: 71-13/16"(H) x 48-3/4"(W) x 41-1/2"(D)**
- **Control panel is completely removable for installation through standard-sized doorway - reduces cabinet depth to 31-5/8"(D).**

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WHA
MOLE

The classic *Whac-A-Mole*.

Your Ticket to Profit
Redemption
Redemption

The end result of game success—a visit to the redemption counter.

think of the abundance of games in this category?

"All these things go in cycles," he said, philosophically. "With any of this equipment it's either going to hold up and do the job or it's not. The operators and the buying consumers are going to find these things out in short order. All the established companies are having banner years. If customers go off for a while, they'll come back to the long-term companies.

"In our minds there's a total difference in concept when you build a game in which the prize is a major factor. The skill level and the design are different from what you would do for a pinball or a video. In redemption, the appeal is not totally in the game."

For those in the industry who look at price only, Mendes has a bit of advice: "Don't be penny wise and dollar foolish. It's black and white why successful operators are doing well. We try to tell people they must think of redemption as a fancy way of retailing. The entertainment value of the game is only one portion of it.

"The other thing about redemption—it's never finished. It's the kind of thing you must continually review. Look at new merchandise; constantly fine-tune your operation. It's not a matter of fix it, plug it in, and it plays."

Bob's Space Racers prides itself

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WURLITZER
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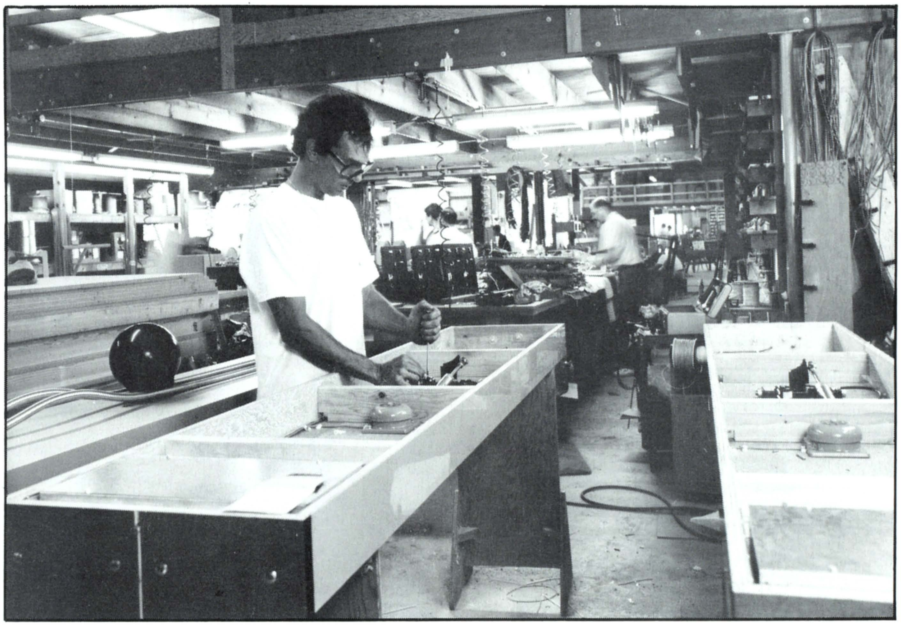
on a library of games that are built to last, in terms of player appeal and actual construction. According to Mendes, 98 percent of the company's games are made of 3/4" seven-ply exterior-grade plywood and brand name laminate; no vinyl coating or painted surfaces. Every piece is hand laid and finished in the shop.

The company's games enjoy a long life on location. Besides *Whac-A-Mole*, which has been around for 17-18 years, other demand games include *Can Alley* and *Roll-A-Ball*. There's also a *Kiddie Whac-A-Mole* and *Pattie Cakes* for the younger set. A total of 30 game models are available. What's been most popular the last few years?

Mendes explained that "between '91 and '92 the two-player *Water Game* and the arcade *Sidewinder*, skill games that require good hand/eye coordination, really took off for us. All of our games fall into two classifications: race-themed games such as *Super Shifter*, or hand/eye coordination games such as *Bowler Roller*."

Very few of the games, once popular, are ever discontinued. The games also appear as customized units for clients who want a particular character on the game. It's the kind of specialty Bob's Space Racers has offered since the beginning. *Whac-A-Mole* can feature sharks, bats, or bullies instead of the traditional moles. *Roll-A-Ball* can come equipped with horses, dogs, cars, cowboys, or turtles.


***Bowler Roller* assembly at the plant.**

Colors are also significant elements in game development. "We put a lot of consideration into color," noted Mendes, "choosing colors we think look best and attract attention. We keep in mind whether the game is geared toward kids, teens, or adults. We want to build a piece of equipment to be a permanent fixture. If a customer has his own ideas, we'll make it any color he wants."

"The other thing about redemption—it's never finished. You must continually review, look at new merchandise, and fine-tune your operation."

Another life-extending service at Bob's Space Racers is game conversions. Themes can be changed, although Mendes says its normally not necessary if the games are

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merchandised properly and the ticket output makes sense.

The company believes in lending a helping hand to operators branching out into redemption. Included in this service are game selection, facility design and layout, operational guidelines, profit perspectives, and maintenance.

> ***"There's a total difference in concept when you build a game in which the prize is a major factor. In redemption, the appeal is not totally in the game."***

Mendes explained, "There's a certain percentage of new people getting into redemption who need to start from ground zero. Those who have been working in this area and are successful continue to buy equipment. Some newcomers never get past the first location.

"We try as much as possible to help operators with game selection, including equipment other than our own. We put them in touch with other manufacturers. Sometimes its as simple as spending a few hours on the telephone and visiting locations with them."

Bob's Space Racers' games are likely to be found in any family fun center, theme park, and arcade in the world. The games are American-made at the company's modern 75,000-square-foot production facility, where designs originate and prototypes are produced and tested.

The operating arm of the company allows a better understanding of operator's needs. Field testing means "real life" testing and translates into quality assurance for customers. ☐

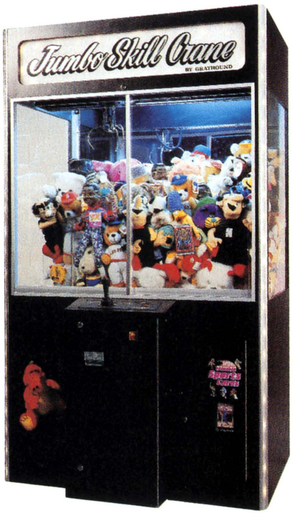
Youngsters literally have a ball playing *Kiddie Can Alley*.

Kiddie Whac-A-Mole is geared for the younger set.

Excitement and Profit...
Grayhound and You for '92

NEW FROM GRAYHOUND

JUMBO SKILL CRANE


Jumbo Skill Crane
BY GRAYHOUND

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  - Easy to Load Prizes
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TEST YOUR SPORTS KNOWLEDGE and RECEIVE VALUABLE SPORTS CARDS

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- Number of Bonus Questions
- Display Answers or Not
- Response Time for Answers
- Multi-Player

Sports Mania combines redemption with the multi billion dollar sports card craze sweeping the country.

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- ADULT SEX
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- THE SEVENTIES
- ENTERTAINMENT
- AND OTHERS

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- Separate Locked Cash Box
- Full Factory Warranty

Adjustable Features/Options
- Number of Questions Per Coin
- Number of Bonus Questions
- Response Time for Answers
- Display Answer or NOT
- Multi-Player

Sex Appeal
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Dave Stubblefield

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Do you ever have trouble getting it all done on time? Do you ever play phone tag with someone for days before connecting? Do you feel that it's becoming almost impossible to keep up, let alone get ahead? Well, this month we're going to take a look at ways to actually get more done in less time and, hopefully, with less stress. I'm not talking about gimmicks, time management tricks, or a new self-help book. I'm referring to ways to truly make things easier, more flexible, and less time-consuming.

How would you like to have a FAX machine that could run itself and send documents right out of your computer files without the need for paper hard copy? A unit that could schedule the items to be sent and take advantage of off hours for lower phone rates? A FAX unit that would reduce tie-up of both your people and phone lines during the day? The answer may well be a FAX/modem card for your computer.

These devices will allow you to send and receive FAXes and also modem whole documents, color pictures, and even programs as the need requires. They will also provide you with a plain paper printed copy from any dot-matrix or laser printer of the chosen FAXes you receive. You would get to see the FAX document on the computer screen before you decide whether to print it, save it on a floppy or hard disc, or just erase it.

FAX/modem cards can make your office a great deal more efficient. They can reduce the volume of paper you must pay for (especially the expensive thermal, curly FAX paper), clutter your desk with, and pay someone to file. You can also send anything in your computer out on the FAX line to anyone you wish—and never have a paper copy at all.

The modem part of these cards is equally impressive, when properly utilized. You can send and receive, unattended, both FAX and modem information on a 24-hour basis. With simple, multilevel password security and a lap-top or desk-top computer, you (or anyone you choose) can interact safely with the system from any phone in the world. You can control and limit the access you allow, as well as capture anything entered into your system in a holding area of the disc drive until it is checked for viruses. This will virtually eliminate any danger to your system.

You can even set up an automated technical or sales assistance line. This would allow your off-site facilities to interact effectively with your people with reduced confusion and delay. Your customers would gain faster, more accurate responses to their questions and problems; you would become more successful.

Then there is the question of meetings. Do meetings around your office bog down, with common lines like "I'll check on that and get back to you" or "I don't know; Bob has that information, but he's on vacation until Monday"? Do people ever run so late that you have to rehash or start over when they arrive? An important method for improving the quality, quantity, and level of work you can achieve in your meetings is to pre-communicate the outline via modem and FAX. This allows all the intended participants to do their research ahead of time and send preliminary findings to the group through the system. The result is that you can come prepared to really make your case and arrive at a decision without wasting time.

It is even possible, with a "groupware" program, to have several people in different locations linked to their computers and phones. It's done in such a way to allow all of them to see and hear the information as if they were in the same room. All this for the cost of a few phone calls, and everyone stays home, not in a hotel.

This probably sounds expensive, but it isn't. If you have a 286, 386, or 486 computer, you can acquire a very good FAX/modem card and automation software for under $150, complete. (The one I have came with the software and cost $136.25, including shipping.)

Other stuff of interest

Next, let's take a look at an incredible new printer, copier, and scanner from Canon. The CJ10 will blow the competition away in these fields from a cost vs. performance standpoint. This unit utilizes Canon's bubble-jet technology to produce stunning color images of 400 dpi (dots per inch) at 8 bits per color. It can copy an entire page of

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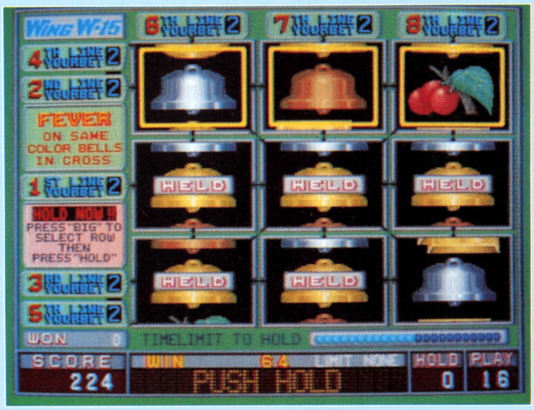

WING W-15
FEVER ON SAME COLOR BELLS IN CROSS
HOLD MODE
PRESS "BIG" TO SELECT ROW THEN PRESS "HOLD"
HELD
TIMELIMIT TO HOLD
SCORE 224
WIN 64
PUSH HOLD
HOLD 0
PLAY 16

FEATURES :
- CROSS BELL FEVER
- LOVE CHANCE DOUBLE UP
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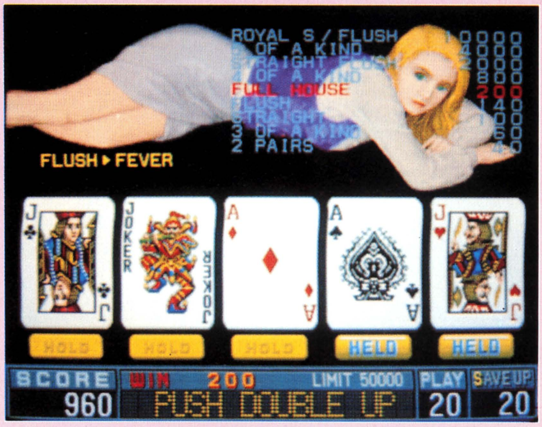
RE-NEW-AL **Lucky GIRL** STRIP POKER



ROYAL S / FLUSH
STRAIGHT FLUSH
4 OF A KIND
FULL HOUSE
FLUSH
STRAIGHT
3 OF A KIND
2 PAIRS
FLUSH ▸ FEVER
HOLD
HELD
SCORE 960
WIN 200
LIMIT 50000
PUSH DOUBLE UP
PLAY 20
SAVE UP 20

FEATURES :
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- SAVE UP BONUS + FREE PLAY
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- BINGO DOUBLE UP
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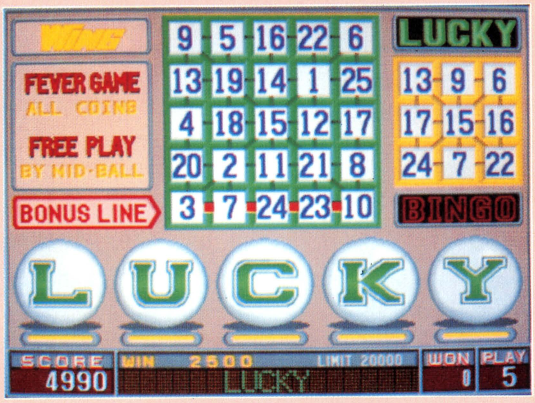
Lucky BINGO

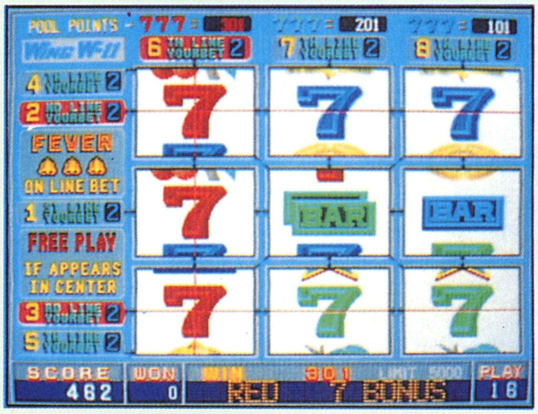


WING
FEVER GAME ALL COINS
FREE PLAY BY MID-BALL
BONUS LINE
LUCKY
BINGO
L U C K Y
SCORE 4990
WIN 2500
LIMIT 20000
LUCKY
WON 0
PLAY 5

FEATURES :
- ALL COINS FEVER / CENTER FREE PLAY
- LUCKY SPELL / BINGO SPELL
- BONUS LINE / 4 CORNER
- LOVE CHANCE DOUBLE UP
- BINGO DOUBLE UP
- POKER DOUBLE UP

VARIETAL FEATURES BRING YOU ON THE TOP OF FORTUNE'S WHEEL

NEW **LUCKY STAR** W11



POOL POINTS
WING W-11
FEVER ON LINE BET
FREE PLAY IF APPEARS IN CENTER
BAR
SCORE 462
WON 0
WIN 301
RED 7 BONUS
LIMIT 5000
PLAY 16

FEATURES :
- POOL POINTS BONUS
- BELL FEVER
- CENTER FREE PLAY
- LOVE CHANCE DOUBLE UP
- BINGO DOUBLE UP
- POKER DOUBLE UP

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"FAX/modem cards can make your office a great deal more efficient."

high-definition, complex color images in about 90 seconds and do it for less than 60 cents a page.

You can then use it to print, with the same quality, a full-color picture from your computer's memory. But wait, folks, that ain't all! This little baby will then scan your art work, at the same 400 dpi, into the aforementioned computer. It will give you full-color, desk-top, video publishing capabilities from any art or photo you want to use.

The point of all this is that you can automate and upgrade your office and its quality of product for a very small investment. This investment could easily return you many times the initial cost through reduced phone and response time and paper-handling expenses. Also, with a portable lap-top computer, you can do all these things on the road, from any phone in the world, even when the office is closed. You can be in touch all the time, regardless of the time zone you're in.

On the interactive TV front, the FCC will be collecting the forms for its lottery in the first four areas to be licensed. They are New York, with over 6.7 million television households; Los Angeles, over 4.8 million; Chicago, over 1.8 million; and Philadelphia, over 1.7 million. The primary methods in this market will be interactive, hard-wire cable TV, possible satellite versions (though transmitting the customers' choices might be a little sticky), and the cellular version.

In the satellite arena, two biggies recently signed agreements: Hughes Aircraft Co. and Digital Equipment Corp. Their development plans call for access to 150 channels of information, sports, movies, and entertainment. The service has been dubbed "DirectTv." They plan to sign close to 10 million subscribers by the end of the decade, at a cost of about $700 per household.

Meanwhile, back at the virtual reality ranch, West Denton High School in Newcastle Upon Tyne, U.K., has set up a virtual reality factory that allows students to train on dangerous equipment—without the danger. The students can experience, with the click of a mouse, the operation of machine tool equipment and the results of improper operation. An example of the training involves a student seeing what would happen if he turned on a lathe without first tightening the chuck. This program has received good reviews so far.

NASA, too, is not sitting still on the VR front. With the help of such companies as Ultra Network Technologies, Convex Computer Corp., and Silicon Graphics, NASA has created a distributable VR application demonstration. A Convex computer generating more than a gigabit per second sends its information over the UltraNet distribution system to two Silicon Graphics work stations. The immersed viewers are suddenly in a 3-D world via stereoscopic, stereophonic head gear and touch gloves. They can then interact with both the world and each other. These systems are, however, a bit expensive for arcade use as of yet.

Well, next time around we'll take a look at the technology and capabilities of a Taiwanese manufacturer of arcade games and components. Until then, here's wishing you good games and big profits. ☐

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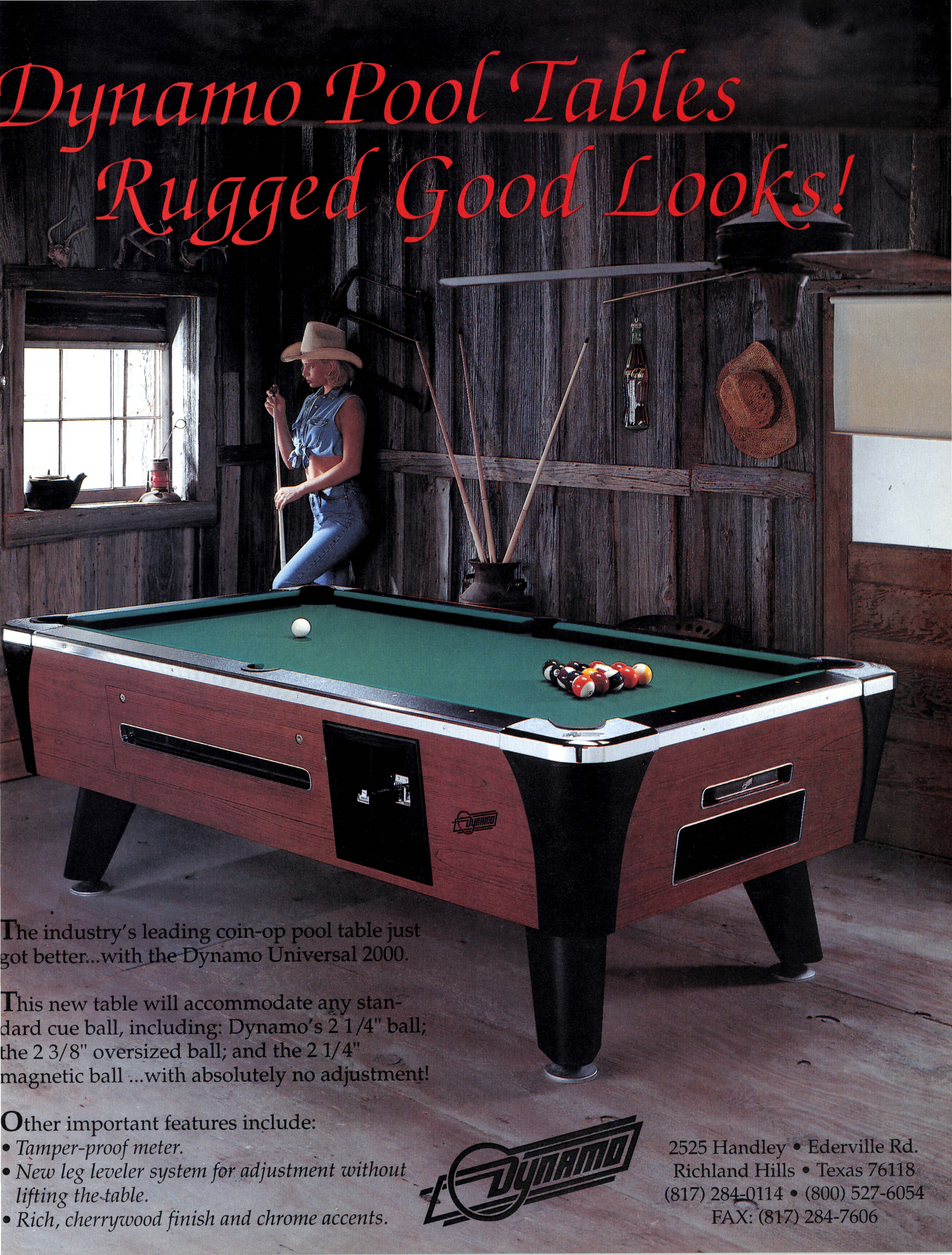

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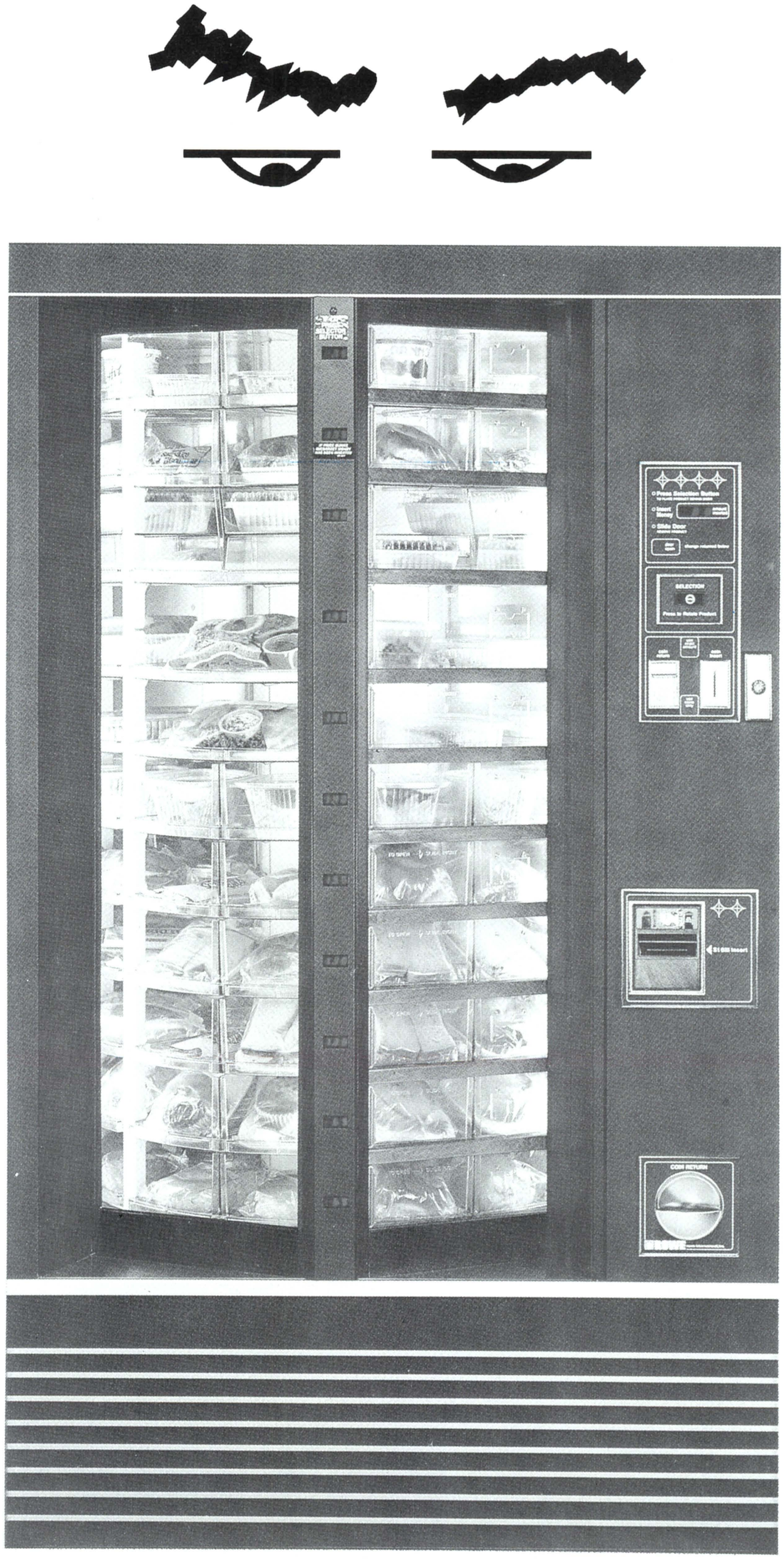
Christopher Caire

Have you peered into a vending machine lately?



Vending machines of the '90s are likely to hold such healthy offerings as yogurt, salad, fresh fruit, lean turkey sandwiches on whole wheat bread, and bran muffins. This unit is a Rowe Model 448E electronic showcase.

Not long ago, if you had told a friend that no, you couldn't join him for lunch, that you were going to fetch your meal from a vending machine, he'd have looked at you in horror. It wouldn't have been a pretty menu:

Appetizer: Salt-laden peanuts.

Entree and beverage: A quasi-egg salad sandwich and a caloric, sugary soft drink.

Dessert: A creamy, palm oil-filled cookie/cake and watered down coffee.

Goodbye health, hello cardiology and hypertension wing.

But that was yesterday. Today's consumers, so much more conscious of their fat, sodium, and cholesterol intake, want more from their vending machines. They're getting it, thanks to smart food and beverage companies and progressive vending operators. Customers can now choose from a host of products that would make mom smile.

David Clayton, president of Automatic Food Service in Nashville and current chairman of the National Automatic Merchandising Association (NAMA), says many people in industrial and office environments, heretofore satisfied with "less than completely nutritious" ("junk" is a taboo term in vending) foods, have increased their requests for healthy products.

On the beverage side, the biggest change in the past three to five years is the explosion of fruit juice and juice drink offerings, Clayton says. Companies such as Tropicana, Veryfine, and Ocean Spray give customers flavors galore: orange, apple, grape, grapefruit, cranberry, apple cranberry, lemonade, papaya punch, fruit punch, iced tea, and so on. Diet drinks have also been a boon; Clayton calls them "easily number two behind regular cola flavors and gaining fast."

As for coffee, the dual-cup concept has been out for a year or two and is catching on with the public, which likes the choice of a standard or large cup. And cappucino, espresso, and flavored coffees are not confined to Italian cafes, genuine or ersatz. "The coffee industry is pushing these coffees to get the young people back," Clayton said. "They were raised on soft drinks, not coffee. There are signs that the push to capture that market is working."

In the area of snacks, he says consumers can now get fat-free pretzels from vending machines, which has caused a surge in sales and removed pretzels from the bottom end of the chip line. Other snacks with little or no fat have also been doing well, such as granola and oat-based products, trail mixes, etc.

Care for some fresh fruit or yogurt, or maybe something more substantial, say a lean turkey or chicken sandwich? You can find it all in vending machines. "We've come a long way in terms of quality and freshness," Clayton said. "We also have more high-quality, pre-packaged goods from name-brand manufacturers turning up in vending machines."

For all these wonderful improvements, though, Clayton says the vending industry still has a big problem—one familiar to music and game operators: underpricing.

"As an industry, we've been underpriced for a long time," he said. "For whatever reason, the perception of vended food is not what it should be to most people. We may provide the best turkey sandwich around, but we can't get the public to change its perception and pay a fair price. Consequently, we're underpriced as compared to

Have card, will travel

Vending machines stocked with the latest in healthy foods is not the only trend to have hit vending. Though it's still new to a lot of operators, those on the cutting edge are taking advantage of a pre-paid card system as a means of boosting sales. NAMA head David Clayton, not surprisingly, is one of them. He uses the card system at Vanderbilt University.

Here's how it works. Students purchase the magnetized cards, which are only good on campus, and use them in place of cash. The beginning balances vary from student to student; Clayton has seen them as high as $5,000. Armed with a small card and plenty of purchasing power, the student can buy all sorts of things—most importantly, of course, items from vending machines. The card is inserted, the student makes a selection, and the merchandise is issued. A display shows how much the item costs and the card's remaining balance. What more could Biff ask for?

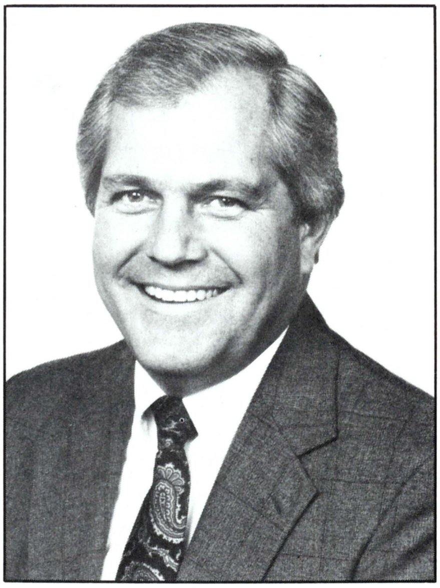
"We've just begun our third year at Vandy, and it's been a huge success," Clayton said. "We've increased sales on campus by 100 percent; the card is used 80 percent of the time, cash the other 20 percent." He keeps up with things by utilizing an on-line system hooked up to Vanderbilt's computers.

The card has other functions besides a spending tool. It also serves as a student ID, a library card, a campus food service card—and a pair of eyes for parents.

"The card has to be used to enter the dorm, and it shows what time a student came in," Clayton said. "Combined with giving an exact accounting of where the money was spent on campus, you can see why parents love the card so much!" ☐

7-Elevens or Wendy's. Having a bill acceptor allows for more transactions, but to really get us where we ought to be, we need a dollar coin."

A dollar coin, Clayton says, will make it easier for customers to purchase goods, reduce overhead, and lower the cost of the vending machine itself. It will also reduce service calls. He estimates that 40 percent of an operator's service calls are related to problems with the dollar bill. The acceptance rate is about 75 percent for bills, 98 percent for coins.



David Clayton, president of Automatic Food Service and chairman of NAMA.

Even if, God forbid, a dollar coin shouldn't arrive by the year 2000, Clayton does expect something more efficient than microwave ovens for heating foods. *More* efficient? "It'll be sort of a 'super microwave,' if you will," Clayton predicted. "The technology is there; it's just a matter of finding a practical and inexpensive way to apply it."

Providing the goods

Lance Inc., based in Charlotte, N.C., saw the handwriting on the wall five years ago. Realizing that its snack products had to be made healthier, it instituted a program called "Snack Right." The result? No Lance-produced products contain animal fats, coconut oil, palm oil, or palm kernel oil—all significant contributors to high levels of "bad" cholesterol.

It doesn't stop there: 14 snacks have low cholesterol and low saturated fats; 71—*71*—are cholesterol-free and have low saturated fats; one—the Chocolaty Peanut Bar—is cholesterol-free; 42 are low in sodium; three have very low sodium (less than 35 milligrams per serving); and two—Cracker Meal and Roasted Peanuts—are sodium-free.

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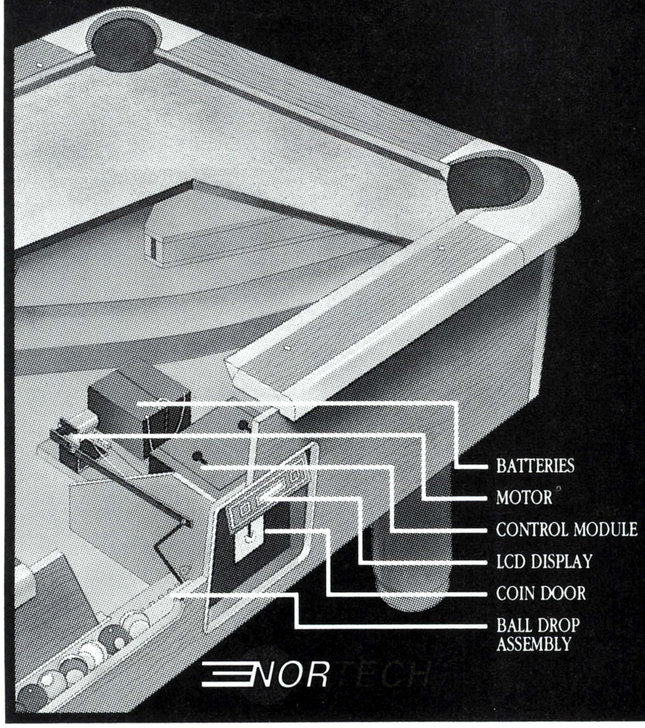

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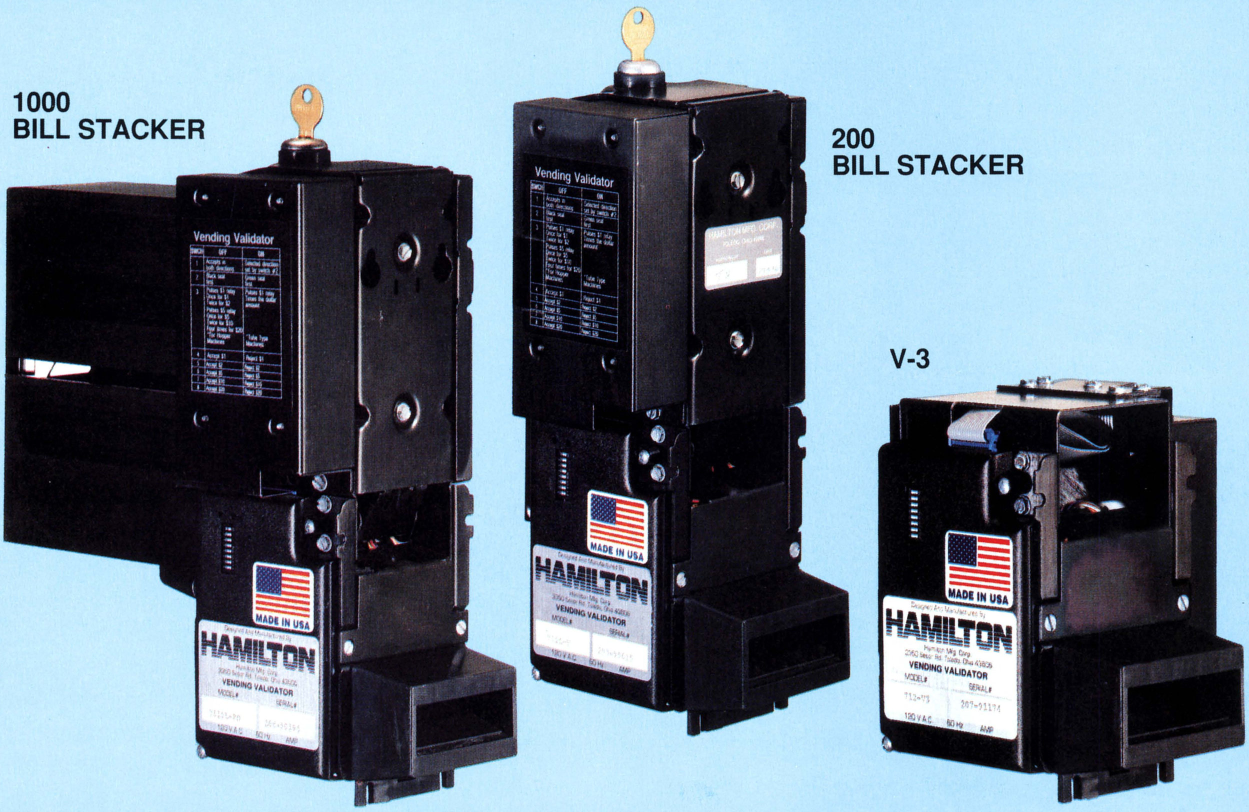

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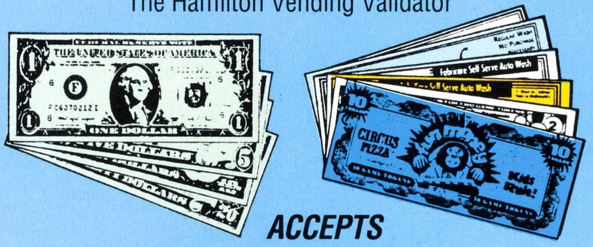
The Hamilton Vending Validator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pany to introduce a program like this, and it's really done well for us," said Lance's Bill Hogue. "People are paying more attention to what they eat—even snacks—so we had to respond and give them more healthy foods."

Terry O'Brien, vending division product manager for Frito-Lay Inc. in Dallas, concurs. Said O'Brien, "The products we've recently launched in the perceived 'better-for-you' category are Sun Chips Original, Sun Chips French Onion, and Sun Chips Harvest Cheddar—the last introduced this past April." The company also offers a new Ruffles brand light potato chip.

According to O'Brien, "Acceptance has been excellent. We've found that for several years now the vending channel has been attracting a new, younger, and more health-conscious consumer. Our offerings are beginning to mirror those of the convenience stores, which have already made the move toward such products in the '90s."

While not divulging any secrets, O'Brien did say, "We're looking to do more in this 'better-for-you' food category."

One of the fruit juice suppliers, Veryfine Products Inc. of Littleton, Mass., offers an extensive list of flavors of 100 percent juices, juice cocktails, and drinks in a variety of bottle and can sizes. The trend toward a healthier lifestyle has spawned exotic fruit juice combinations that tempt the palate of the health-conscious consumer. The company's newest line is Tropical Refreshers; it features Guava Strawberry and Papaya Pineapple juice drinks.

The company is taking the healthy message on the road in a "Goodness To Go" sales promotion. As noted in Veryfine's newsletter, appropriately titled 'The Juice,' "The promotion works to create impulse sales of Veryfine in the non-commercial dining setting,

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Veryfine
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Veryfine
100%
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Veryfine
100%
orange ju
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papaya pu
Veryfine
apple cranberry
juice
cocktail

Veryfine Products specializes in fruit juices, from the ordinary to the exotic.

> ***"Customers are paying more attention to what they eat—even snacks—so we had to respond and give them more healthy foods."***

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If you're on an Ultra Slim-Fast diet and forget your foods at home, check out a nearby vending machine; you may find what you need in there. Adina Pruzansky, a spokesperson for Manhattan-based Slim-Fast Foods, says the company has started to focus more on vending. Among the Slim-Fast items available for vending machines are chocolate and French vanilla shakes in ready-to-drink cans; individual packets of cocoa and soup; Chocolate Chip Crunch Bars; and Ultra Slim-Fast snacks like popcorn, cheese and caramel corn, and pretzels.

"We've been moving toward convenience with a lot of our products, especially the ready-to-drink cans and snacks," Pruzansky said. "So the decision to move into the vending arena was a natural progression."

Consumer response has been improving as more people realize that Slim-Fast has products in vending machines, she says. The company has a distributor network but will also sell direct to operators who can't get the products from their distributor.

Slim-Fast Foods, however, isn't the only company going after the vend-a-diet crowd. Conagra Foods Inc., the Omaha-based manufacturer of the Healthy Choice frozen food line, is poised to enter the fray, according to Rick Fortmeyer, director of sales and marketing for vending.

"We're certainly interested in the general-purpose machines, and lately we've been looking at frozen vending rather than refrigerated," he said. "We've been doing some research to see if we can make our Healthy Choice-type products available in a frozen vending environment. Nutritional products will be well represented in this format at the NAMA show (in Washington, D.C., on Nov. 5-7)."

(Note: Lance, Frito-Lay, Veryfine, and Slim-Fast will be exhibiting at the show.)

So, now that we can keep our bodies as temples through today's vending machine offerings, the demand for fatty, gooey candy must be plummeting, right? Hah!

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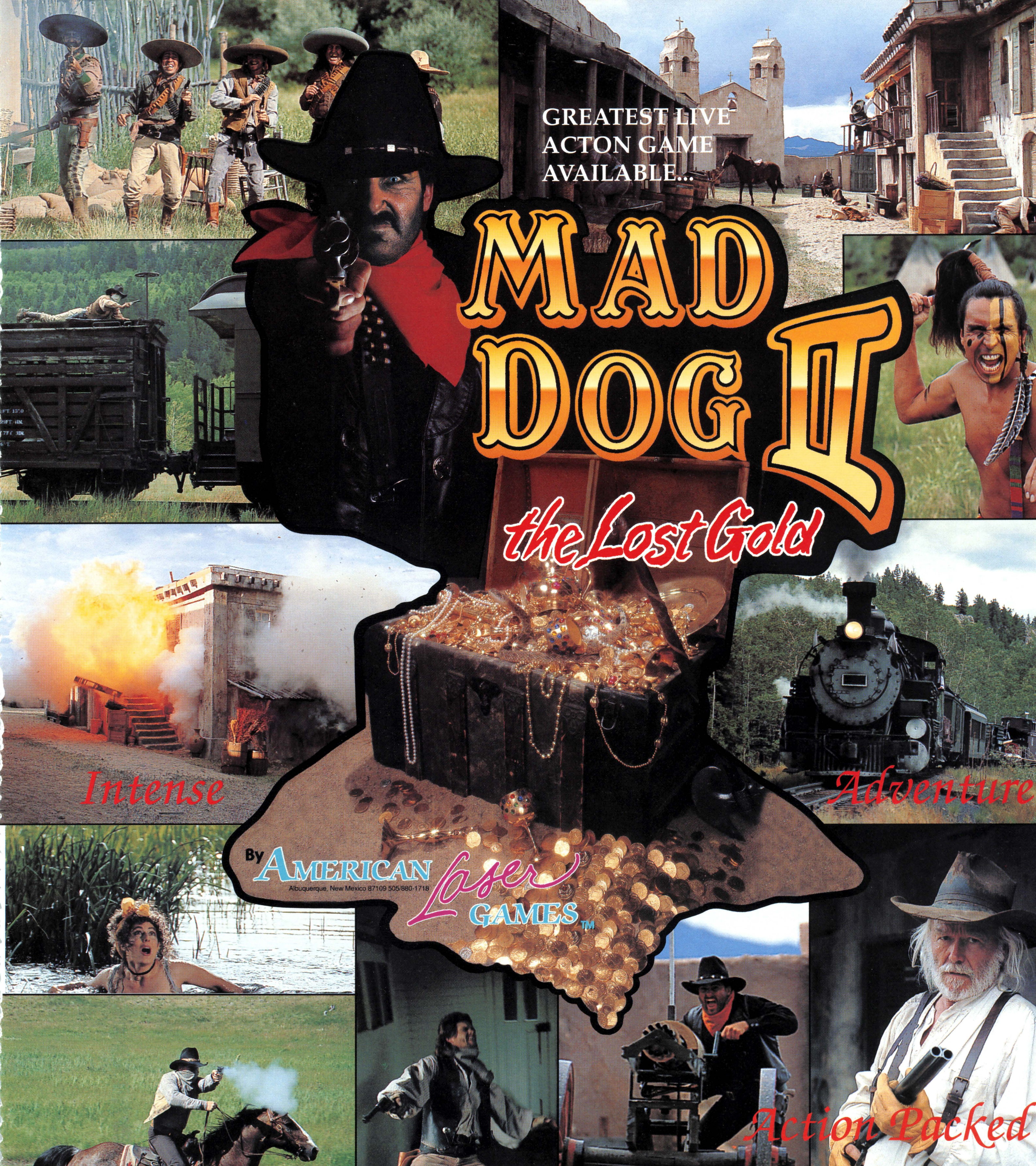
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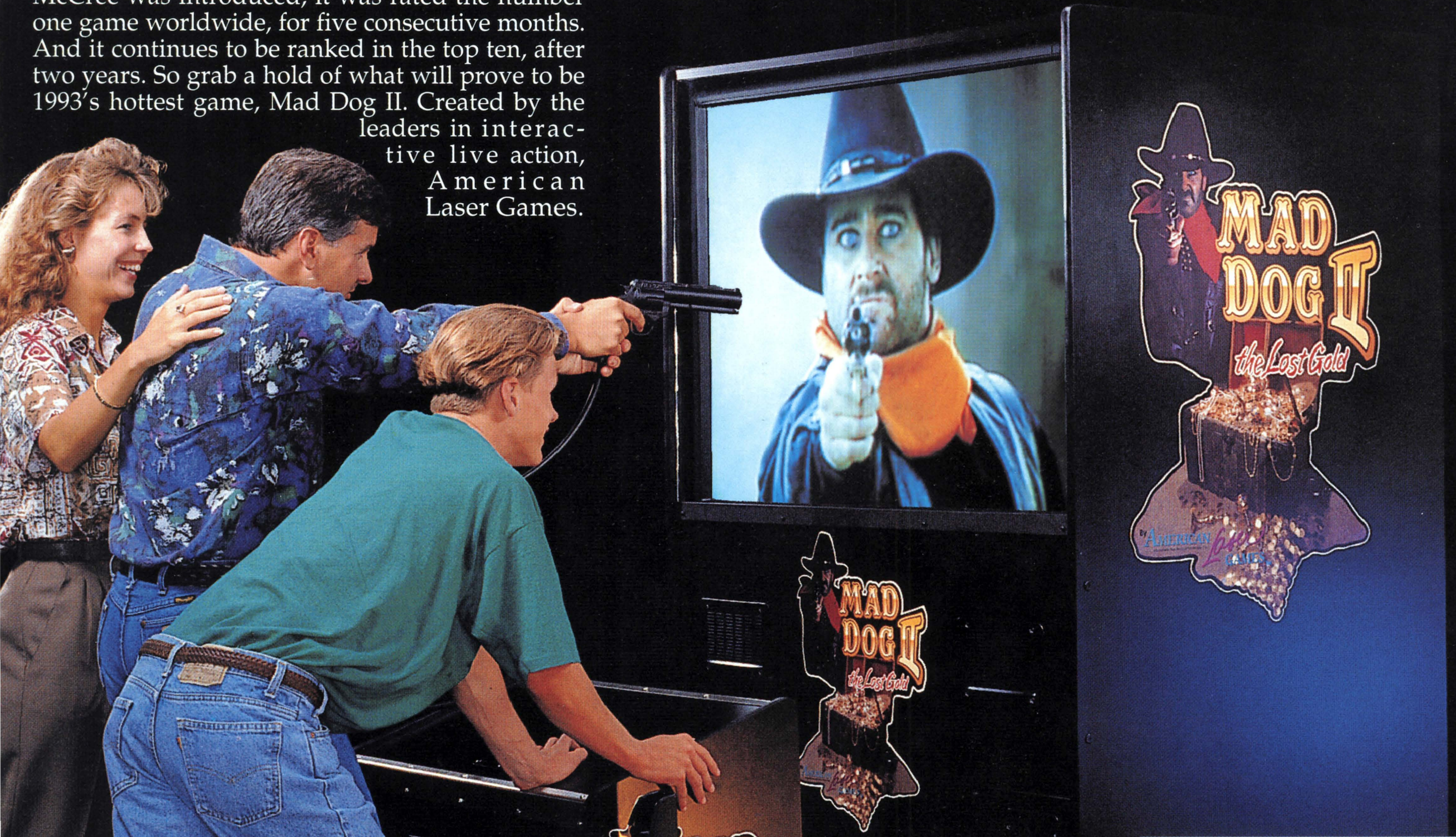

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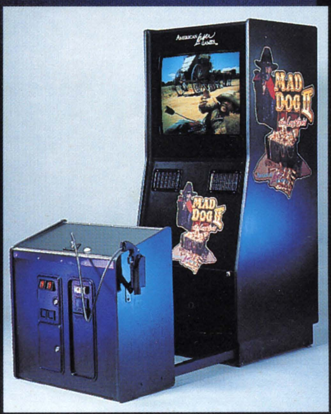
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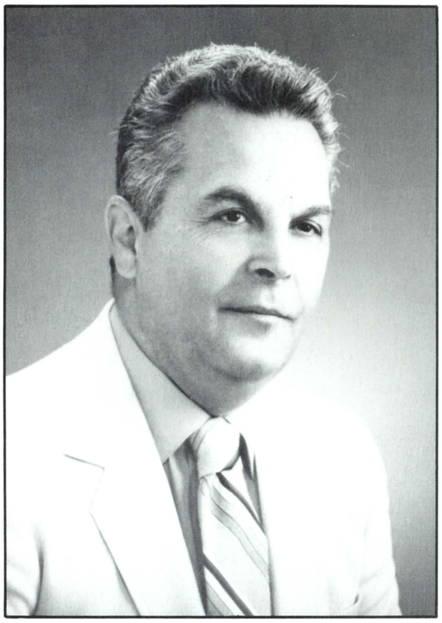


Gene Urso

As is customary for the AMOA show issue, we've selected the outgoing AMOA president as the subject of our interview. This year, of course, that man is Gene Urso of Madison Coin Machine Co. in Madison, Wis. We caught up with him before he embarked on another of his many voyages; this time he was headed off to Japan for the JAMMA show.

Urso, a self-billed "Italian who likes to talk," chewed the fat with us on such subjects as AMOA's strong and weak points, its relationship with AAMA, the video lottery struggle, the growing specter of Indian gaming, and much more.

First of all, are you glad that your year as president is at its end?

Well, yes and no. It's been a nice year in the sense that everyone has been very good to me. But I'm really just a small businessman, and being away so often does affect your business. I was told that I better have my house in order before I became president, because when you aren't traveling you're tied up on the phone. It's been a little tiring, but maybe that's just because of my age! All told, I was on the road about 33 weeks.

I should thank my son Tony for running the business while I was gone. He basically put in double time to see that things ran smoothly. Without his help I never could've done it.

I'm sure you had a pretty good idea of what the job entailed, having served on the board and watched other presidents in action. What did you encounter, if anything, that surprised you?

The toughest thing was dealing with a lot of different people. I knew that I would have to, and as I said, most were very nice and very friendly. But some weren't, though I guess you can expect that anywhere you go.

What were your goals as president, and did any of them reach fruition?

I wanted people to see that AMOA was *their* organization, an organization for the average operator—which I am. I wanted to take away the image of AMOA only being for the big boys, and I think I succeeded a bit in doing that.

I also wanted to tone down some of the tension between AMOA and AAMA. If there's a difference of opinion, we should be able to sit down and talk about it, not knock each other in the press. I think we've been successful; the two sides have been getting along well lately.

The third thing I wanted to do, which hasn't materialized, is start an education program for operating companies' shop foremen, or middle management. The goal was to have a common education among the shop foremen, so that a network could be formed among them nationwide. If my foreman had a problem, for example, he could call another one in Louisiana and exchange ideas, share information. This program never got off the ground, but I hope (incoming president) Craig Johnson and future presidents pick up on the idea.

The fourth thing was a charitable affiliation with the Miracle Network, a charity for children with problems. The great thing about the Miracle Network is if you give money in Madison, Wis., it stays here and goes to the hospital connected with the Miracle Network. The money doesn't go to a central location; it stays in the city where you give. Like the education program, I should've laid the groundwork while I was secretary or treasurer of AMOA. If you wait until you're president, it's hard to get something off the ground; there are so many other things occupying your time.

A typical picture: the Urso family registers for a state show (in this case PAMMA). From left in the foreground: Nikki, Nancy, and Gene Urso.

Speaking of education, in what specific areas do you feel that operators themselves are lacking?

There are a small core who are very educated in all aspects of the coin machine business, but a lot of operators don't take advantage of the opportunities that are presented to them. Going to the seminars at AMOA is great, but the show also provides a great chance to meet other operators and talk, to find out what's working or not working in their part of the country. It's a nice atmosphere, because you're not competing like you do with the operators back home.

This industry is changing so much that operators will *have* to keep abreast of things; otherwise they'll just get left behind. The better operations are more sophisticated, more professional. Look at computers themselves. Operators are going to have to understand computers. All the games are computerized, and they have these bookkeeping functions. It isn't like years ago, when you just put any game anywhere. Now you have to find out about each location — the age group that goes there, whether they're mostly male or female, and what type of game best fits the demographics. You can't put a *Pac-Man* in a biker bar.

How would you characterize the current relationship between AMOA and AAMA?

As I said before, the tension has gone down a lot. It's fortunate that a guy like (AAMA president) Bill Rickett came along; he's been a good guy to deal with. But even though there's no real friction now, both sides have to keep working at it to prevent things from getting hostile. Fortunately there's been no crisis in the industry lately to pit one association against the other. The proof in the pudding will be how things are handled when a crisis arises. But in short, things are better than they had been.

Look at the parallel issue. When it was all over and done, there really *wasn't* an issue. It would've been nice if we could've sat down and talked like rational businessmen. Both sides went back and forth at each other, and for what? There are bigger issues than parallels in our industry.

Such as what?

First of all, operators have to get healthier, and we need the dollar coin. Also, the telco issue is a threat to us.

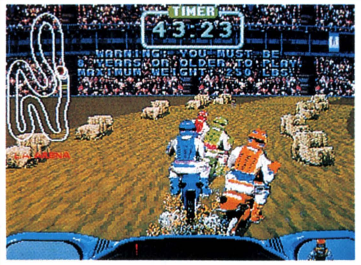
Are any of these at the crisis stage?

Telco could be a crisis issue. This industry is a small pebble in the ocean compared to the telephone companies. They're a monopoly and are guaranteed a profit. It's hard to go against them in the political arena. We need the dollar coin to boost our revenues, and the operator has to become more aggressive. He has to use the tools that are given to him. Many do, don't get me wrong, but just as many don't.

During your presidency, there was a first-ever meeting of the presidents of AMOA, AAMA, and JAMMA. What prompted the initial meeting?

It was felt that rather than have friction between the three sides, why not get together at the major trade shows and discuss what's on everyone's mind. The main issue that prompted the first meeting was the counterfeit issue. It was a good opportunity for the associations to express how they felt. We'll meet at JAMMA and again at the AMOA show in Nashville, though I'm not sure exactly what's going to be discussed.

Though operators have reported



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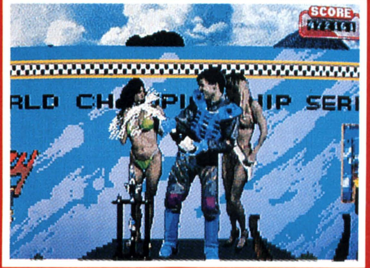

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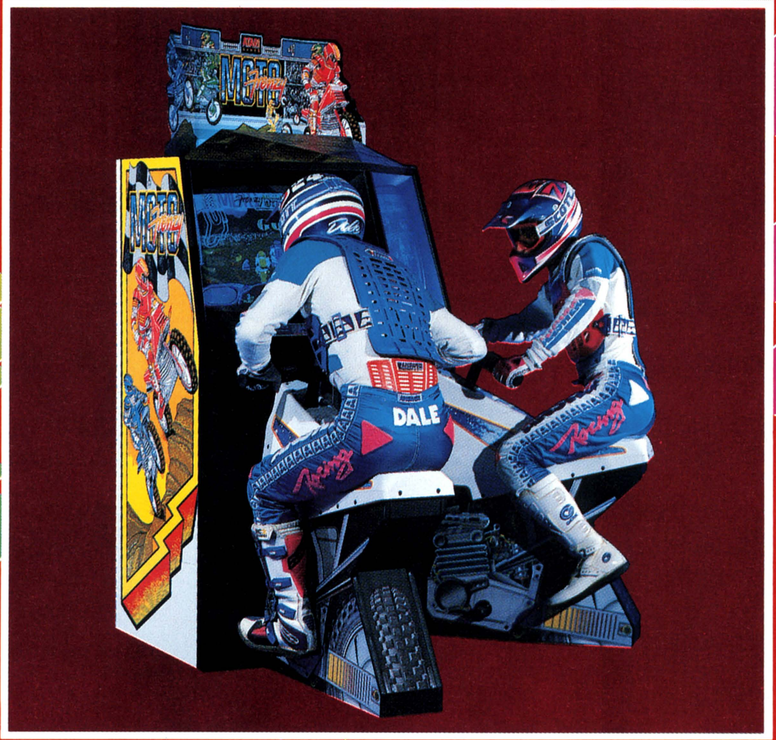

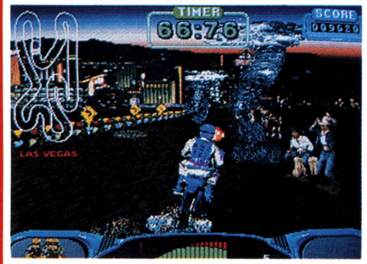

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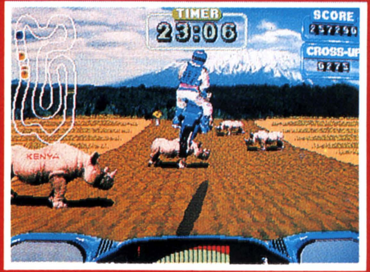

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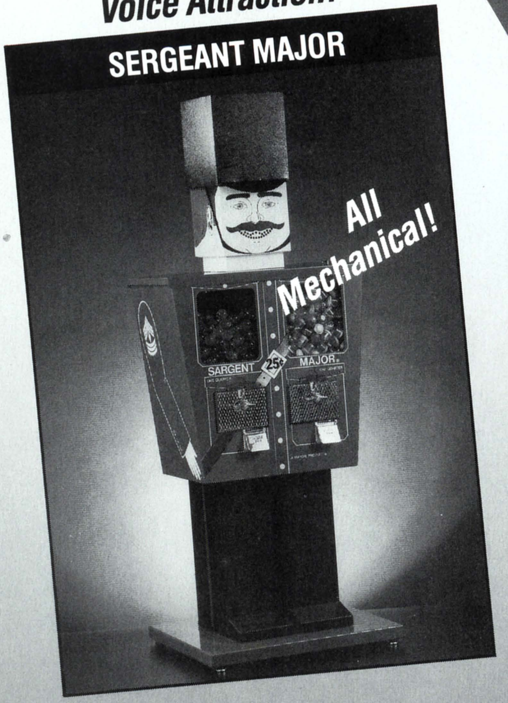
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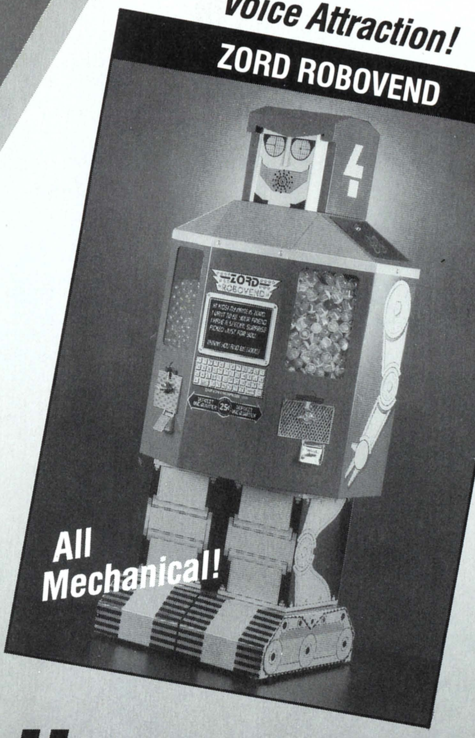
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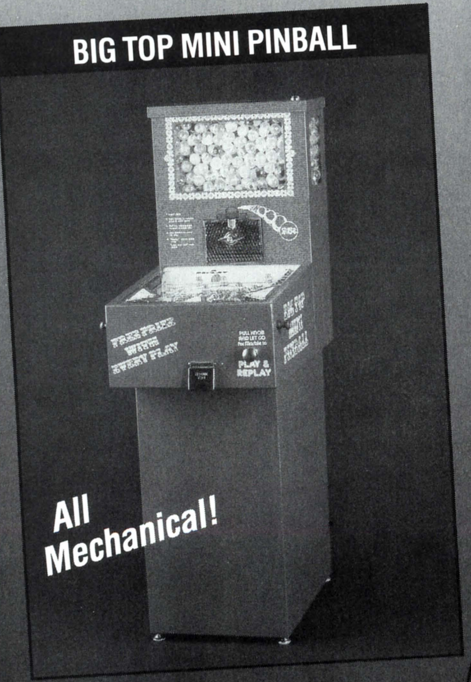
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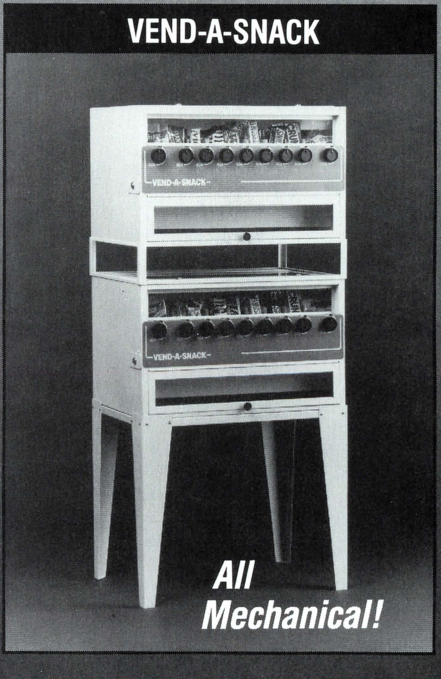
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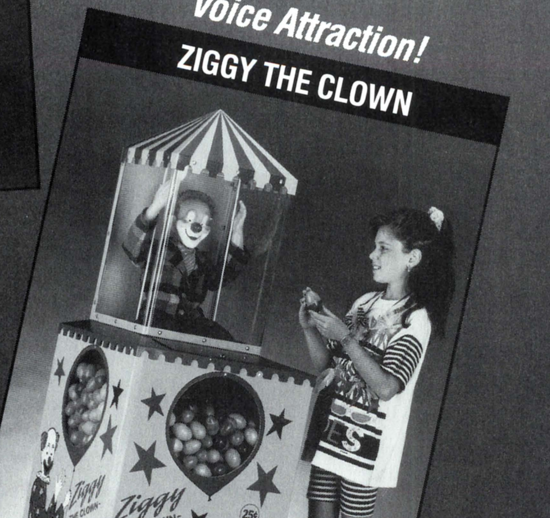
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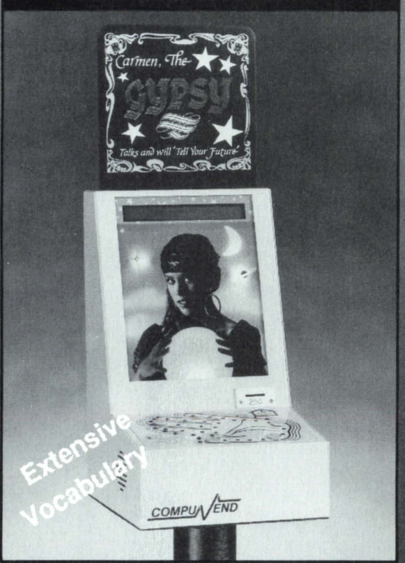
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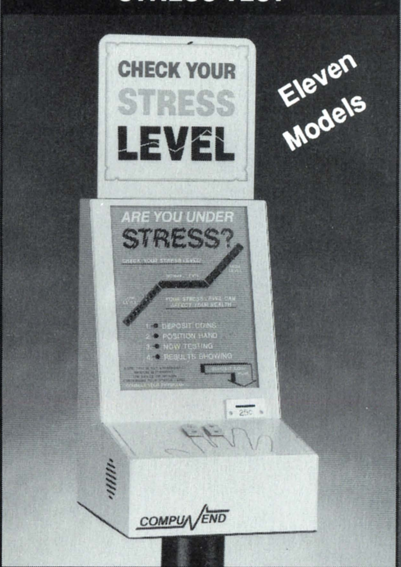
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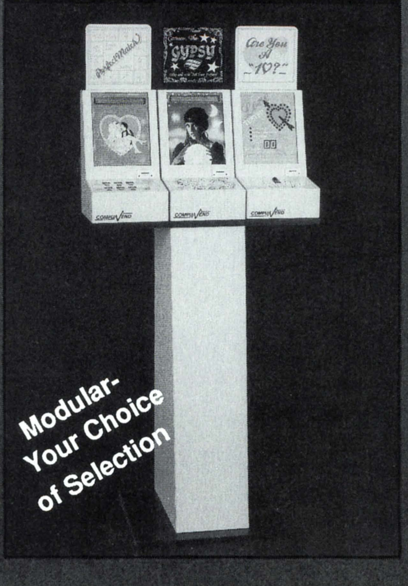
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a good year for video game revenues, the money seems to be coming only from the few "hit" games like *Street Fighter II* and *Street Fighter Champion*. Manufacturers complain that operators are not reinvesting this money into new games, except for more of the hits. Do you blame operators for this cautious buying strategy?

No, not a bit. At today's costs, you can't afford to get even *one* bad game. Sure, you might make money on one video game, but it'll be eaten up by lesser games that don't earn well. So all you're doing then is handling money, transferring it from one place to the next. All you have at the end of the year is a nice debt.

There's another thing. Look at the basic equipment—pool, darts, music. You can live with that for two or three years. But video games are hit-driven, and you're only talking about one hit every couple years. Are operators supposed to buy all the others videos, the ones that aren't hits, in the meantime? All you're doing is switching them around and watching them depreciate. We can't afford to do that anymore; those days are gone.

The video game market *is* coming back, but you have to be very careful with what you buy. For that matter, you have to be careful with *any* game you buy today, not just videos. Times are tough; there are only so many discretionary entertainment dollars out there. Look at the bar locations. People used to stay out later, drink, play the games. But they're leaving earlier—10:30, 11 p.m. That means, of course, that the equipment isn't being played as much, so you have to be sharper with your buying.

Video left a sour taste in the mouths of many operators, though I think they're getting over it. One thing it did is educate them, make them smarter buyers of equipment. Video definitely has a place in the industry, but the manufac-

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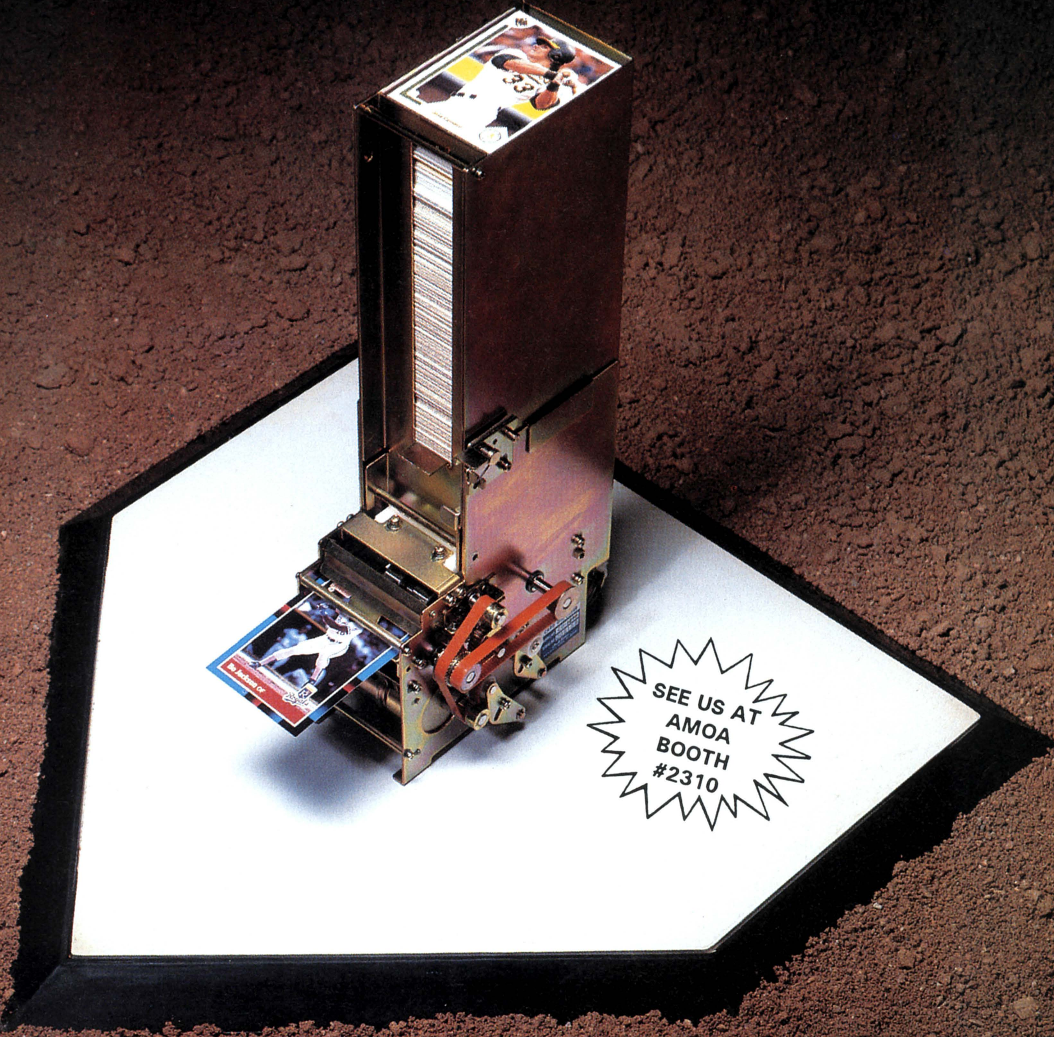

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ASAHI SEIKO USA, INC. • 4029 S. Industrial Rd., Las Vegas, NV 89103 • (702) 794-2920 • FAX: 794-0644 turers have to keep improving and give operators better games. Except for the hits, none of them stick around much longer than 90 days.

The push for video lottery certainly hasn't subsided during your tenure. What's your feeling about where it's headed, where most states are leaning—no video lottery, video lottery in a sole-source arrangement, or video lottery with operator involvement?

I think most states want to go with a sole-source arrangement, but I also think there's a backlash forming against gambling. People are getting tired of so much gambling because they don't see their taxes going down any. Gambling is sold in many places with the promise that property taxes will be reduced, but it isn't happening.

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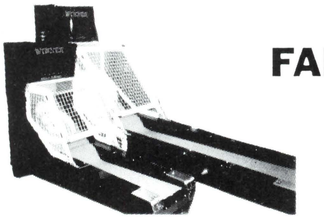

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I'll give you a good example. In Wisconsin, it was promised that citizens who own a house would receive a $160 refund this year from the lottery. But the city of Madison raised property taxes by an average of $250, and besides that, government had to borrow on the expected earnings of next year's lottery to pay the $160! The feeling is the more money you give government, the more they spend, so what are the benefits of gambling? Unfortunately, I believe most governments, if they're going to allow video lottery, will want to run it themselves. Of course, I think operators can run it better.

Could anything be done to stem the sole-source tide, should states start heading in that direction?

The only thing we can do is get in the political arena and fight. The states that are better off in the political arena have a better chance. I'm not saying they're going to win, but they have a better chance than those who stick their heads in the sand and say, "Oh, the state's going to run video lottery; there's nothing we can do about it." If you don't get politically active the government is going to nail you.

I'll tell you something else. If Wisconsin or some other state is able to get video lottery with operator involvement, the *easiest* part of the equation will have been done. The hardest part of the equation is keeping it and making money at it, because government always wants to increase its percentage of the take. South Dakota is a perfect example of that.

Without private sector involvement, I assume the industry would be better off fighting to kill video lottery rather than having it sole-source.

It would devastate operators' routes to have to compete with VLTs. There are only so many entertainment dollars out there, and it's been proven that VLTs drain money from amusement games placed near them. Those operators that have to compete with gambling can only survive because of a strong league structure for darts and pool.

This industry will have to come out strongly against video lottery in states where the private sector can't participate. What we're talking about is the very survival of our industry. AMOA has a whole new generation of leaders coming in, with good ideas and plenty of enthusiasm. They can compete with anybody on the street, but they can't compete with government. They must be given the opportunity to do business.

On the other hand, let's assume that state after state began securing operator-involved video lottery. Would it be bad for the coin-op amusement industry to be more identified with gaming than the traditional music and games?

This industry is like a chameleon: it adopts itself to whatever is entertaining to the public at that time. If gaming happens to be it, then that's what we'll be recognized for. I don't think it would necessarily be a bad thing. In the early '80s, all anybody wanted to know about was video games; that was fine. We give the public what it wants, whatever form of entertainment that may be.

The only problem I have with gaming is the government; whatever government gives it eventually takes away. You're left standing there with a lot of debt and no business. Government is something strange for all of us to deal with. When you and I do business, we know the ground rules and work to hammer out an agreement. After it's done, we know where we stand. But government is a different breed of cat; you're never sure where you stand with government. One thing you *are* sure of, though, is that every year, when budget time rolls around, you're in big trouble. If they need money they'll look to take a bigger cut of the action.

You live in a state, and even a region, where Indian gaming is becoming a greater force. Should operators be afraid of Indian gaming, or does it present some new opportunities?

Operators should be concerned quite a bit about Indian gaming, because it takes away entertainment dollars from businesses located nearby. It isn't just our industry but also restaurants, merchants, and so on. But there isn't much we can do since Indian gaming is handled at the federal level. I give the Indians credit, though. They're diversifying, getting into different things, and making money at it.

> *"Unfortunately, I believe most governments, if they're going to allow video lottery, will want to run it themselves. To have to compete against sole-source video lottery would devastate operators' routes."*

As for the opportunities, some operators are running the gambling for the Indians and doing service work, but it's limited to a select few. More and more of the Indian tribes are hiring professional management companies from Las Vegas, and the more progressive ones are running gambling themselves.

It's frustrating not being able to do anything about something that threatens your livelihood. If a county doesn't want an Indian casino in its backyard, it's too bad; they have no say in the matter. But I think the states are starting to wake up, because these casinos are affecting a lot of businesses. When these small businesses suffer, the state receives less tax dollars, and it certainly doesn't like that. I'm not sure what the states can do, but I believe they're realizing that something has to be done.

As AMOA president, you've been to state shows all over the country. In your conversations with operators, what feeling do you come away with: are they generally optimistic or pessimistic?

I find that operators in most states are optimistic that they can get video lottery for their states, so they're working real hard to get it. But a lot of them, or at least the smarter ones, are also making plans in case it doesn't come. They're guarding against the downside by diversifying and getting into leagues. I think most operators, despite the headaches, are happy to be in this industry. It's an industry for those who enjoy and like to be around people.

I also find that many operators are getting more aggressive. They're demanding better splits and better pricing for the games, except for video games, which are still stuck on a quarter in a lot of areas. I'm just as guilty as the next operator—I'm talking about street operators—for not being aggressive on video pricing. We should do something about that.

And operators are educating the locations about our business a lot more. For example, two months before we raised our darts to 75 cents, we sent out letters explaining what we were going to do and why. If we'd gone in one day and told the locations, "Oh, by the way, today the price is going up," they would've raised hell and said, "No way! We're not going to let you do it!" But by explaining things in advance, we got almost no static. We've learned how to market ourselves better.

In what areas is AMOA strongest and weakest?

One of AMOA's strongest points is its effective grass-roots operations. Another is the involvement with leagues, promoting leagues and the many benefits they offer. On the other hand, AMOA has a hard time selling itself to a number of operators. For some reason, they don't think belonging to AMOA is beneficial; of course, I disagree. Another thing we get criticized for is reacting too slowly. But it's designed that way so that important decisions don't get made too quickly, without careful consideration.

Fill in the blanks: "I'm most proud of accomplishing ______ while AMOA president, but I wish ______ would have or wouldn't have happened during my tenure."

I'm most proud of traveling out and meeting so many operators, and getting them to believe that AMOA is their organization, not a club only for the big boys. I wish we would've gotten more educational programs going for the average street operators, the mom-and-pop operations. I think they'll need it because they're the ones who are going to have the toughest time making it in the future. The bigger operators are going to buy up more small operations, and we're going to have fewer operators as a result. AMOA should lead the way in giving proper training to the ones who survive. Craig Johnson has expressed a desire to set up a middle management program, so the idea isn't dead.

> *"Even though there's no real friction now, both AMOA and AAMA have to keep working at it to prevent things from getting hostile."*

What pearls of wisdom do you have to share with Craig Johnson?

I think he's in for one of the most exciting and rewarding years of his life. He'll find that for every person he meets who isn't nice, there will be 100 who are. My advice to him, and it was told to me, is to make sure his company is in good shape and in good hands, because he's going to be gone a lot! But I know Craig's company (Tataka in Salt Lake City); he's got a lot of fine people there. I know Craig is going to make an excellent AMOA president. And to everyone who's helped me this past year, I say thank you for making it so memorable. ☐

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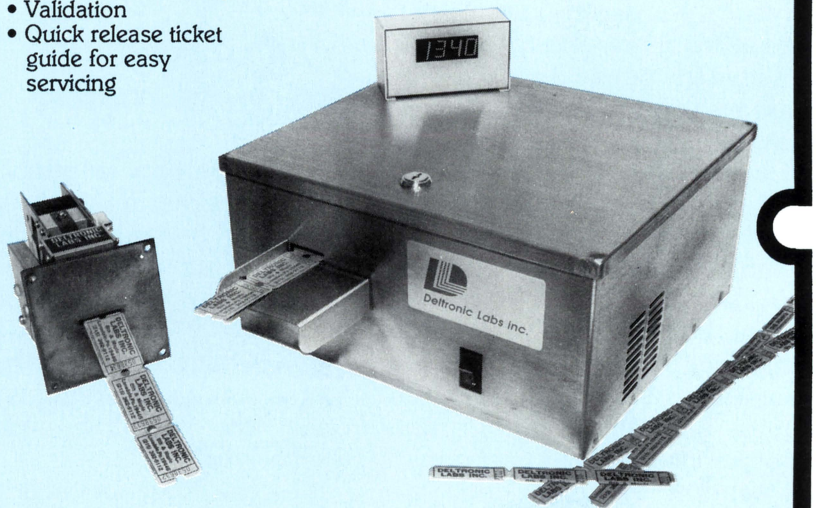

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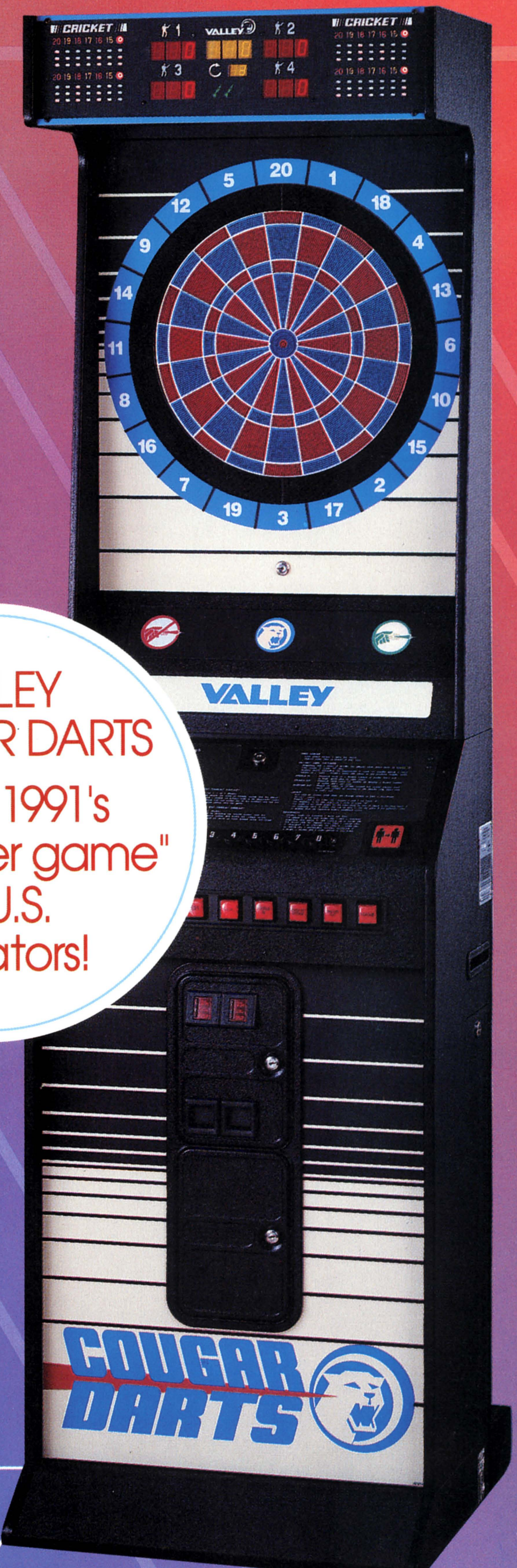

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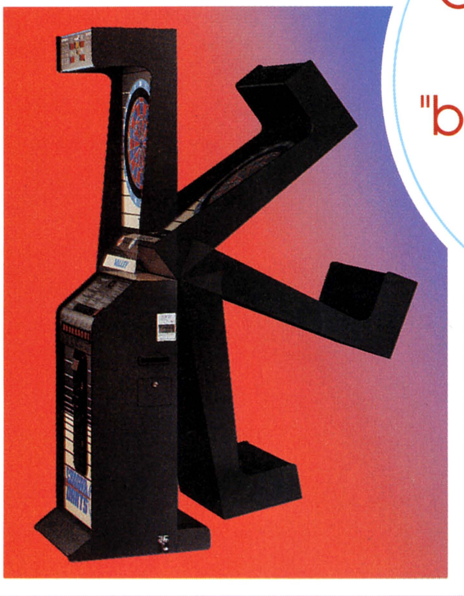

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Christopher Caire

The Opryland theme park includes "Way Out West," a salute to cowboy songs and barrom brawls, and "Country Music USA," which traces the history of country music.

Touring Nashville, Music City USA

A ride down the Cumberland River aboard the *General Jackson* is a favorite pastime for visitors to Nashville.

Just as man does not live by bread alone, attendees of AMOA Expo '92 in Nashville (Oct. 1-3) will certainly want to get away from the show at some point to sample some of the city's tourist highlights. Among the more famous things to see in Music City USA are:

The Grand Ole Opry: As if you could go to Nashville without visiting the city's most famous site! It would be akin to touring New Orleans without stopping on Bourbon Street or exploring New York City without walking inside the Statue of Liberty (well, maybe not).

Anyway, the Grand Ole Opry is radio's longest-running regularly scheduled show. Since the first broadcast in 1925, it has never missed a Saturday night show. Countless country music legends have performed on this stage: Hank Williams Sr. and Jr., Ernest Tubb, Patsy Cline, Roy Acuff, Bill Monroe, Dolly Parton, Roy Clark, and Loretta Lynn. And young superstars like Garth Brooks, Dwight Yoakam, Randy Travis, Patty Loveless, and Clint Black still find time to make it back there.

The Grand Ole Opry is presented every Friday and Saturday evening, and each performance features 20 to 25 of the hottest names in country music. There are two shows each night: 6:30-9 p.m. (doors open at 5:30) and 9:30-midnight (doors open at 9:15). There's also a two-hour matinee on Saturday with eight or nine performers; it's from 3-5 p.m.

The Opry suggests that tickets for evening performances be ordered in advance. At last check, they cost $14.50 for the main floor and lower balcony, $12.50 for the upper balcony (not including a 7.75 percent sales tax). Tickets for the matinee are often still available shortly before show time; they are

The Old Mill Scream makes a big splash with visitors to the Opryland theme park. The ride involves a 70-foot drop.

"The Opryland Hotel is so huge that you'll think you're in a small town. There are 1,891 rooms, six restaurants, five lounges, and nearly 20 shops."

The Hermitage, the Nashville estate of President Andrew Jackson, remains much as it was at the time of his death in 1845.

$12.50 and $10.50. To order tickets, or for more information, contact the Grand Ole Opry Ticket Office, 2808 Opryland Drive, Nashville, TN 37214; (615) 889-3060.

The Grand Ole Opry House is located within our next stop, Opryland USA.

Opryland USA: This vast themepark has something for everyone. The musical terrain includes Broadway, gospel, Cajun, Old West, '50s and '60s rock 'n roll, and—of course—country. There's also a magic show at "The Laughing Place."

If you like flying through the air in a terror-stricken haze, you'll certainly want to get in line for the Wabash Cannonball rollercoaster ride. Go indoors for CHAOS, a laser-enhanced thriller. For those who want a little H2O thrown into the mix, there's the Flume Zoom; a simulated white water raft ride called the Grizzly River Rampage; and a plunge down the 70-foot Old Mill Scream. (Note: A supermarket near Opryland supposedly sells Depends dirt-cheap.)

For something more sedate, Opryland offers three museums: the Roy Acuff Museum, the Minnie Pearl Museum, and, in its first year, the Grand Ole Opry Museum. The latest addition features historic Opry sets, dressing rooms, and exhibits that pay homage to the greatest names in country music. There's also an old-fashioned state fair area, where you can try your hand at shooting, throwing, or trying to stump the age and weight guesser.

Care to drop some bucks on shopping? Opryland gives you plenty of chances to do just that by providing over 45 shops. All that shopping is bound to make you hungry, and you can choose from four full-service restaurants that serve typical themepark fare: fried chicken, barbecued ribs, pizza, salads, burgers, ice cream, and the like. Smaller shops are also available to tempt you with such things as homemade fudge. (Note: Remember what mom always said: wait at least an hour before climbing aboard the Wabash Cannnonball.)

Oh, by the way, Opryland USA also has arcades on the premises. But after spending all day at the show, who but the biggest game nut would want to go (OK, Roger Sharpe, besides you?).

Admission is $21.95 (one day) and $32.95 (two days) for adults, $12.95 and $19.95 for children between four and 11; kids three and under get in free. To order tickets, or for more information, call (615) 889-6611.

The General Jackson: This 300-foot, four-story musical showboat is one of Nashville's premier entertainment attractions. As it glides along the Cumberland River, guests are treated to strolling musicians and entertainers, comedians, and elaborate stage productions. There are also buffets and three-course dinners for those stricken with hunger pangs, depending on whether a morning, midday, or evening cruise is chosen. To book passage, call (615) 889-6611.

Grand Ole Opry Sightseeing Tours: The following three-hour tours depart from the Grand Ole Opry Tour Office:

- Grand Ole Opry Tour: This overall tour of Nashville includes stops at historic Ryman Auditorium (built in 1891 as a gospel tabernacle), Music Row, the Parthenon, the Capitol, the Governor's Mansion, and the homes of the stars.
- Country/Western Tour: This tour stops backstage at the Grand Ole Opry House, the Johnny Cash Museum, and the homes of the stars.
- Music Row Special Tour: This tour also includes Ryman Auditorium and the homes of the stars.
- Historical Tour: This tour goes through downtown Nashville and includes Ryman Auditorium, Traveller's Rest, and—you guessed it—the homes of the stars.
- Hermitage Tour: This tour visits the beautifully restored home of President Andrew Jackson and includes a backstage visit to the Grand Ole Opry House.
- Special Sunset Tour: This tour offers a view of the Nashville skyline at sunset. Also included is Ryman Auditorium, Music Row, the Capitol, and the homes of the stars (wonder what Johnny Cash thinks of all those durn tour buses driving by).

The cost of each tour is $16, including tax, for adults and children. With the exception of Ryman Auditorium, the price does not include admission to attractions.

Of course, the preceding was only a brief overview of the many attractions Nashville has to offer. We would've endeavored to review restaurants for you, but since the magazine's critic only recommends or trashes places he's been to himself, that option was not available. Alas, you must seek another source.

For you expo attendees who are perfectly content with not leaving the show site, the Opryland Hotel, don't worry: it's so huge that you'll think you're in a small town.

The Opryland Hotel has 1,891 rooms, including 120 suites and 500 Garden Terrace rooms overlooking the tropical Cascades or Conservatory, a two-acre Victorian garden under glass. There are six restaurants, five lounges, and some 20 shops. Wanna take a swim? No problem. Tennis? Bring your racquets. Golf? How about the Springhouse Golf Club, an 18-hole, links-style beauty. In short, if you never leave the hotel until check-out time, we'll understand why.

Well, there you have it, a brief overview of what's in store for those headed to AMOA Expo '92. See you at the show! ☐

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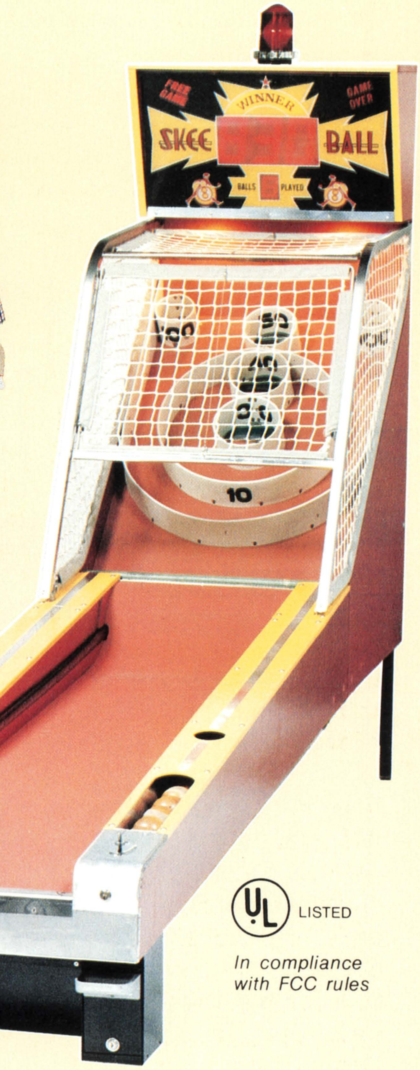

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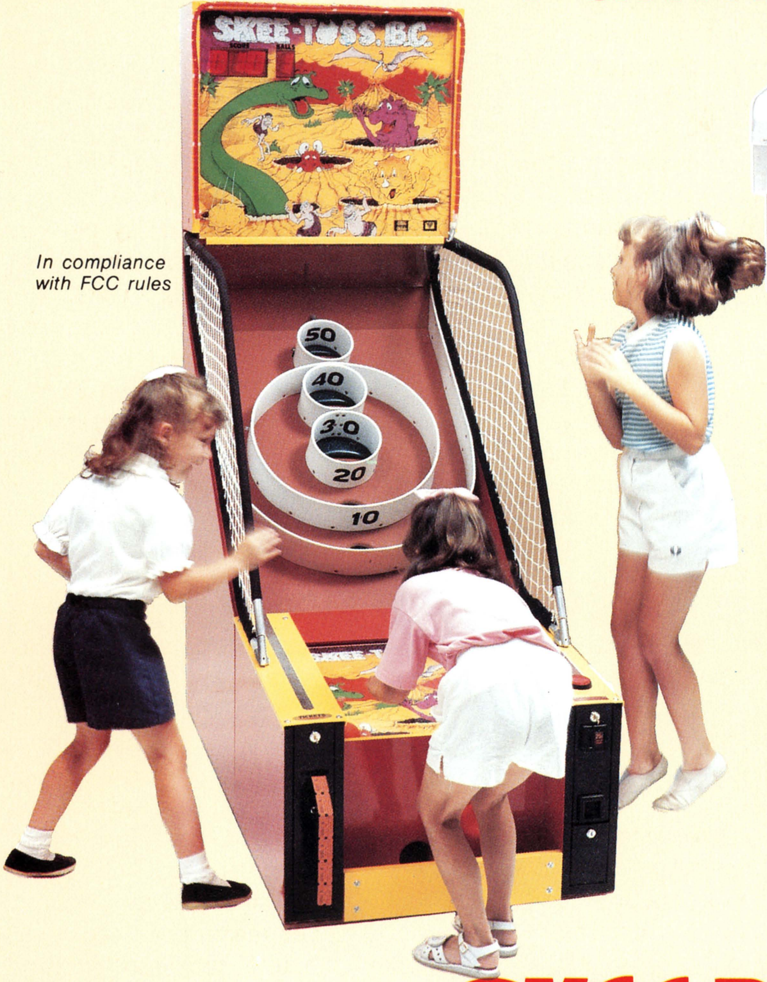

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Skee-Toss BC is the new scaled down version of Skee-Ball, designed especially for kiddies (age 7 and under). It features a colorful, easy-to-play format; three, six, or nine ball play cycle; ticket dispenser; reliable operation; profitable redemption payoffs; and a quick, satisfying ROI.

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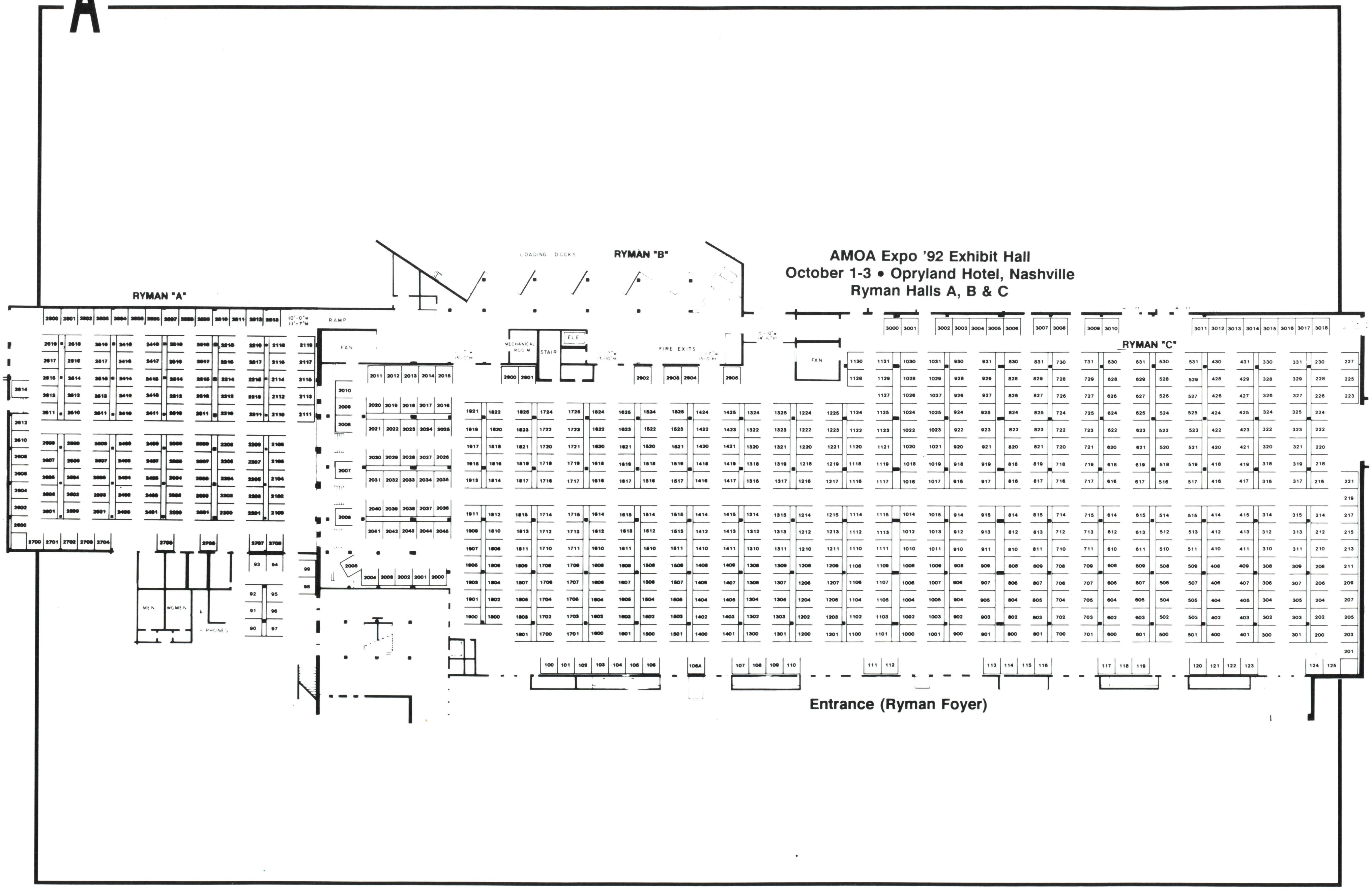
EXHIBITOR LIST

A-1 Products	1127
A.L.D. Services	2903
ASCAP	2604
Ace Coin Equipment	3006
Ace Novelty Co.	1705
Acme Premium Supply	103
Action Lighting Inc.	2006
Adastra Inc.	2210
Advanced Games & Engineering	2003
Alter Enterprises	428
Alvin G. & Co.	2805
American Darts Assoc.	2606
American Design Compon.	2707
American Simulators	1128
Amusement Business	2319
Amusement Emporium	1117
Amusement Equip. Exchange	620
Arachnid Inc.	709
Aristocrat Inc.	2111
Asahi Seiko USA	2310
Atari Games Corp.	1300
Auto Photo Systems	2900
AutoPrint	96
Automatic Products	1313
BETSTAR Ltd.	2300
BGS Mfg. Inc.	2503
BMI	1703
Bafco Ltd.	1821
Bally Gaming Inc.	517
Baton Lock	1125
Bay Tek Inc.	124
R.H. Belam Co.	616
Big Ten Electronics	628
Bob's Space Racers	601
Bonita Marie Intl.	2016
Brady Distrib.	2004
Dan Brechner & Co.	501
Bromley Inc.	3016
Brown & Williamson	1504
Bundra Games Corp.	2311
C.D. Jukebox Kit Co.	2902
Canadian Coin Box Magazine	1510
Capcom USA Inc.	1700
Carousel Intl.	813
Central South One-Stop	510
Coastal Amusement Dist.	1316
Coin Concepts Inc.	2204
Coin Controls Intl.	1512
Coin Journal Co.	95
Coin Mechanisms Inc.	2001
CompuLine Inc.	427
Conlux USA Corp.	2516
Contex Corp.	106A
D & R Industries	111
Data East USA Inc.	900
Deltronic Labs Inc.	523
Digital Disc America	2117
Dillon Importing Co.	2807
Dixie-Narco	2500
Doyle & Assoc.	600
Drew's Distributing	1814
Duke Distributing	2000
Dynamo Corp.	1216
ESD Co.	1010
Eagle Lift	1808
EuroSlot	2043
Eygo Co. Ltd.	2200
Fabtek	1722
Fun Industries	917
G.D.C. Inc.	1123
GaMCO Intl.	927
Games of Tennessee	3007
Gemini Chemical Co.	227
Giant Gumball Machine Co.	90
Good Stuff Corp.	2014
Grayhound Electronics	1301
Great American Billiard	2215
Great Lakes Dart Dist.	2400
Green Coin Machine Dist.	2104
Greenwald Industries	2806
H. Betti Industries	816
HMS Monaco	708
Hamilton Mfg. Corp.	2038
Hantarex Corp. of America	1716
Happ Controls Inc.	1800
Hecon Corp.	2803
Hot Hits	94
The Illinois Lock Co.	2020
Imagination Leisure	809
Impressment Plus	1024
Innovative Concepts in Entertainment	2100
Intl. Game Techn. (IGT)	2800
Irem America Corp.	2404
J-S Sales Co.	113
Jaisy Inc.	2905
Jaleco USA Inc.	216
Just Kiddie Rides	2410
Kaneko USA	2510
Kiddie Rides USA	1012
Klopp Coin Counters	102
Konami Inc.	916
Laramie Interests	3011
Laser Video Network	3009
Lazer-Tron Corp.	226
Leisure Entnmt.	410
Lock America Inc.	2039
Lynde-Ordway Co.	2603
MTX	2007
Mars Electronics	3201
Maxima Entnmt. Corp.	2702
Mayoni Enterprises	2008
Mazzco	2415
Mc O'River Inc.	2506
Meltec Inc.	400
Merit Industries	700
Micro Mfg. Inc.	2022
Mr. Vend	2615
Mobile Record Service	223
Mondial Distrib.	1612
Muncie Novelty Co. Inc.	611
Music Operators Service	2708
NANCO/Nancy Sales	2809
NSM-America	2026
Nadel & Sons Toy Corp.	1026
Namco-America Inc.	1516
National Sports Games	120
National Ticket Co.	527
Neonetics Inc.	2013
Neotec Intl.	2701
Nintendo of America	1400
Noel Industries	2608
Oak Mfg. Co.	2021
Oriental Trading Co.	98
P & H Co. Inc.	2706
PARS Electronics	2600
P.M.I. Toys & Novelties	524
Peninsula Vending	2301
Philip Morris	2314
Pioneer Laser Entnmt.	200
Play Ball! Cards and Novelties	2315
Play Meter Magazine	112
Playfair Shuffleboard	326
Plush Appeal	2214
Plush-4-Play	2705
Pop-A-Shot	2011
Premier Technology	1600
Prizes!	117
Quality Plush	1720
R.J. Reynolds	1100
Real Darts Intl.	2411
Rebecca's	2605
Record Source Intl.	93
Red Baron Distrib.	97
Repeat the Beat	221
RePlay Magazine	1111
Rock-Ola Mfg.	1016
Roger Williams Mint	1311
Romstar Inc.	1416
Rosette Inc.	422
Rowe International	201
SD Techn.	2601
SNK Corp. of America	300
Scan Coin	1500
Security Reader System	2514
Seeburg Intl.	91
Sega Enterprises USA	800
Seidel Amusement Machine Co.	2614
Sharp Image Electronics	2036
Silent Partner/Allstar Music	429
Skee-Ball Inc.	512
Smart Industries	716
Sony Corp.	2501
Southland Distrib.	2418
Spotlight on Hits	3019
Standard Change-Makers	2700
Standard Metal Typer	1701
Star Manufacturing	2802
Strata Group Inc.	621
Superior Toy & Novelty	3000
THHC Lighting	99
Taito America Corp.	1116
Tecmo Inc.	3002
Tekbilt Inc.	2110
3-Koam Inc.	2804
Tommy Gate Co.	2901
Tornado Table Soccer	1907
Tourist Attractions Parks Magazine	3010A
U.S. Amusement Auctions	100
U.S. Games	1810
Valley Recreation Products	1000
Van Brook of Lexington	1508
Vari-Tech Intl.	516
Vending Times	101
Video Gaming Techn.	2801
Video Insights	2519
Video Lottery Consultants	2316
Wada Metal of America Corp.	2800
Wico Corp.	107
Williams Electronics	1200
Worldwide Industries	408
Wurlitzer Jukebox Co.	1104

AMOA EXPO '92 FLOOR PLAN



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RYMAN "B"
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Entrance (Ryman Foyer)

Exhibitor List

This list is designed to help you locate companies exhibiting at AMOA '92. Although many companies have multiple booths, for ease in reading only the first booth number is included here.

A-1 Products 2903
Rt. 1, Box 654A, Hwy. 101
Beaufort, NC 28516
(800) 782-6721
A.L.D. Services Inc. 2903
519 A & B Rudder Road
Fenton, MO 63026
(314) 349-5050
ASCAP 2604
1 Lincoln Plaza
New York, NY 10023
(212) 621-6403
Ace Coin Equipment Ltd. 3006
24702 Malibu Road
Malibu, CA 90265
(310) 205-8407
Ace Novelty Co. 1705
1855 Industrial St.
Los Angeles, CA 90021
(213) 626-0500
Acme Premium Supply 103
4100 Forest Park Blvd.
St. Louis, MO 63108
(800) 325-7888
Action Lighting Inc. 2006
P.O. Box 6428
Bozeman, MT 59715
(406) 586-5105
Adastra Inc. 2210
720 Corporate Circle, Suite B
Golden, CO 80401
(303) 278-3044
Advanced Games and Engineering 2003
5812 Covington Road
Fort Wayne, IN 46804
(305) 522-9414
Alter Enterprises 428
210 W. Parkway, #7
Pompton Plains, NJ 07444
(201) 616-1111
Alvin G. & Co. 2805
905 W. North Avenue
Melrose Park, IL 60160
(708) 345-9000
American Darters Assoc. 2606
1000 Lake St. Louis Blvd., #325
Lake St. Louis, MO 63367
(314) 625-8621
American Design Components 2707
400 County Ave.
Secaucus, NJ 07096
(201) 601-8999
American Simulators 1128
7370 N.W. 36th St.
Miami, FL 33166
(305) 592-5932
Amusement Business 2319
49 Music Square W.
Nashville, TN 37203
(615) 321-4250
Amusement Emporium 1117
6880 S. Emporia St.
Englewood, CO 80112
(303) 790-0885
Amusement Equipment Exchange 620
1203 5th Ave.
Rock Island, IL 61201
(309) 788-0135
Arachnid Inc. 709
6421 Material Ave.
Rockford, IL 61111
(815) 654-0212
Aristocrat Inc. 2111
750A S. Rock Blvd.
Reno, NV 89502
(702) 329-7767
Asahi Seiko USA 2310
4029 South Industrial Road
Las Vegas, NV 89103
(702) 794-2920
Atari Games Inc. 1300
675 Sycamore Drive
Milpitas, CA 95036
(408) 434-3700
Auto Photo Systems 2900
2722 Walnut Ave.
Tustin, CA 92670
(714) 731-3121
AutoPrint 96
1045 Wappoo Road
Charleston, SC 29407
(803) 571-3382
Automatic Products 1313
75 W. Plato Blvd.
St. Paul, MN 55107
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(201) 438-1300

BGS Mfg. Inc. 2503
519 Madison St.
Shelbyville, TN 37160
(615) 684-2209

BMI 1703
320 W. 57th St.
New York, NY 10019
(212) 586-2000

Bafco Ltd. 1821
Beechings Way
Alford, Lincolnshire England LN13 9JE
0507 466536

Bally Gaming Inc. 517
6601 S. Bermuda Road
Las Vegas, NV 89119
(702) 896-7700

Baton Lock & Hardware 1125
11521 Salinaz Drive
Garden Grove, CA 92643
(714) 534-0311

Bay Tek Inc. 124
1077 Sunlite Drive
Oneida, WI 54155
(414) 822-3951

R.H. Belam Co. 616
Nassau Plaza One Fulton Ave.
Hempstead, NY 11550
(516) 292-2670

Big Ten Electronics 628
824 2nd Ave. S.
Great Falls, MT 59405
(406) 452-7361

Bob's Space Racers 601
427 15th St.
Daytona Beach, FL 32117
(904) 677-0761

Bonita Marie Intl. 2016
1540 Rt. 37 W., Suite 2
Toms River, NJ 08755
(908) 349-1994

Brady Dist. Co. 2004
4308 Wilmont Road
Charlotte, NC 28208
(704) 357-6284

Dan Brechner & Co. 501
31 Stewart St.
Floral Park, NY 11001
(516) 437-8400

Bromley Inc. 3016
3231 W. Victoria St.
Chicago, IL 60659
(312) 267-6030

Brown & Williamson 1504
P.O. Box 35096
Louisville, KY 40232
(502) 568-7000

Bundra Games Corp. 2311
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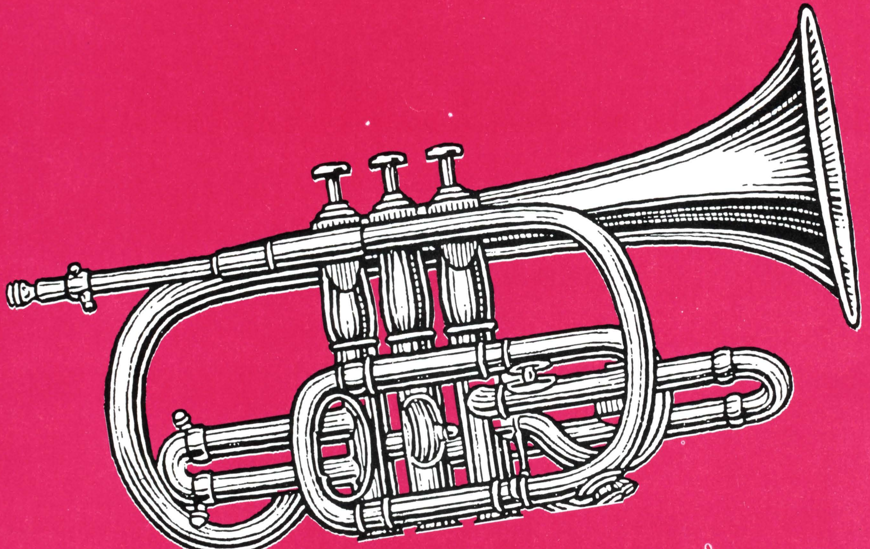

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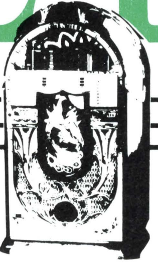

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READER'S RESPONSE

The value of a handshake

Whatever happened to the handshake? My story goes like this: I'm 32 years old and got into the coin-op industry four years ago. I can say that I've gotten an education starting with the landlord. He said that I could have the store "as is," no free rent, and $2.50 per square foot, more than my neighbors. He made it clear that he didn't really want a game room in his strip center.

I ended up taking it anyway and contacted an operator who supplied the games. Everything worked well for a couple of months due to the novelty of the game room. To sum up the operator, his way of fixing a squelching speaker was to turn the volume of the game off. I brought pictures of the broken machines and explained that I would like to start buying machines one at a time. Otherwise, I would be out of business in three months at 50/50.

He felt threatened and just wanted what money he could get today. He showed us who's boss when on Labor Day weekend, with no prior notice, he showed up and removed half of his games and bunched the rest in the middle of the game room to be picked up later.

This is where an operator named Frank comes into the picture. He had a 10,000-square-foot game room in Florida. I had previously contacted him and explained my situation. He liked my location and at the time said he could do a better job. When I went with the other operator, he told me to give him a call if I had any problems. So after the treatment by the other operator, I called him. Within two hours I was back in business. Frank didn't mind that I wanted to buy games and I told him I would give him the first shot at selling me the games I wanted.

Over the next two years everything we did was on a handshake. I can't count the number of times I called Frank for advice and he was there. Frank made plans to relocate out of the state, but before he left we struck a deal on the existing machines—again, on a handshake.

In dealing with distributors, I've had to sign my life, my house, and my first child to get a $5,000 line of credit, 30-day net terms. The moral of this story is thank God I met Frank, who has a true love for coin-op and took a stranger under his wing. Frank is able to see the big picture, what life and business is all about. Anything we have ever done has been on a handshake. If we had more Franks it wouldn't be so bad for the little guy.

When I can't buy a *Street Fighter II: Champion Edition*, but there's one in every convenience store in my neighborhood, there's something wrong. Today I'm expanding next door. I've been able to negotiate a long-term lease at a better price. I am very excited about entering the redemption market, too. I owe everything I've got in coin-op to that first handshake with Frank.

Dean Freeman
Family Arcade
Pompano, FL

What I'd like changed

To answer the latest question, I'd like to see more realistic prices on games. I'd also like cocktail kits. We're dead in the water now and customers don't believe there are no more cocktail kits.

One more thing that should be changed is there should be alarm systems built into games.

A West Virginia operator

Sold down the river

Our friends have sold us out to Nintendo. The home version of a very popular game is already hurting us. Two local stores sold 375 of these games at $79.95 in one day. They have hundreds more people on the waiting list.

I do not know of a single operator who will buy any Nintendo product and now there is a lot of operator resentment towards this other company as well.

By the way, *The Addams Family* is absolutely the greatest pinball ever made.

Don Wright
Wright Bros.

What would you like to see changed in the coin-op industry?

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Jim Schelberg

Still more games to see at AMOA

Data East has the company's record-breaking *Lethal Weapon 3* at this year's AMOA show. This game is currently in production but has already broken the all-time company production record. But wait!....My usually cloudy crystal ball is clearing....

I see a very unusual scene: At first glance, all appears normal. A row or two of *Lethal Weapon 3* games cover the Data East space. But high above Mel Gibson and company on the AMOA show floor is a platform on which is what appears to be two other pin games. Distributors, operators, and other attendees are standing in line. The line begins at the top of the steps leading to a platform and extends down, down, down.

As my crystal ball zooms in for a closer look, I see that the two games are not *Lethal Weapon 3*! The backglass has a familiar look, though. I see Luke, Obe Won Canobe, R2-D2, and Princes Leigha. Yes, it is *Star Wars*, the pinball.

While slowly ascending the platform, players view "Star Wars" videos on overhead screens. They are only allowed a short time to preview the game but are given a *Star Wars* game shirt as they leave. My view is blurring again and the crystal is cloudy. I hope this was an accurate foretelling. If so, I have to leave now to get in line!

> *"In this game, no matter how good you are, you are only going to play for two halves."*

Ray Tanzer and Jon Norris

Williams

Williams designer Mark Ritchie has led the team to produce the company's current production and 1992 AMOA show game, *Fish Tales*. Mark tells how the idea has been in his head for over three years, since he went on a fishing trip with artist Python Angelo, Tony Kramer, and Mark Johnson from the model shop.

They were sitting in the boat in the harbor, unable to go out to the lake due to bad weather, catching perch and drinking beer. After throwing around a few ideas they decided it would be great to make a pin game about fishing. Because exaggeration is such a big part of the process, that was added to the equation and *Fish Tales* was born.

The fishing theme is everywhere, from the criss-cross ramps on each side of the upright boat in center playfield to the large fish under glass on top of the backbox, which flips around up there during certain points in the game.

The basic premise of the game is that players are catching fish and lying about the experience. Most of the time they get away with the embellishment, but sometimes they are caught and have to pay the price.

There is a captive ball in the middle of the boat and an interesting casting reel feature on the upper left of this overall unexpected, but intriguing, game.

Premier

While Gottlieb's highly successful *Super Mario Brothers* is nearing the end of production, it seems that the company just can't seem to give up on the little plumber and his brother. The company recently produced a small version of the game called *Super Mario Brothers Mushroom World*. Designed by *Operation Thunder*'s Ray Tanzer, the game is being released as a novelty/redemption game. But after doing full-size pins for so long, I guess Ray couldn't help himself. The game has all the elements of a regular pinball but it's in a cabinet a full foot shorter than a traditional pin.

"It seems that the company just can't seem to give up on the little plumber and his brother."

Ray said that he and Jon Norris really got wrapped up in the game (see photo) and made every effort to produce a new, but miniature, pinball game. The results are interesting and has already attracted my nine-year-old.

Also making its debut at the AMOA show will be Jon Norris' newest effort, *Cue Ball Wizard*. As the name implies, it is based on a billiards theme and involves a number of pool-oriented shots (like the bank shot) to achieve the game's goal. A very obvious design feature is Jon's use of two "captive", full-sized billiard balls on the playfield. One ball is hit by the player's flipper shot into raised targets. The other is solenoid-and-plunger-propelled from a raised platform in the upper center of the

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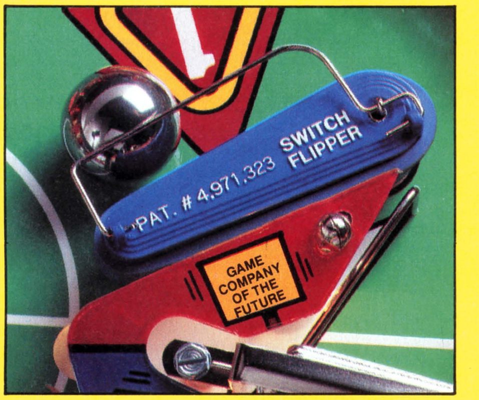
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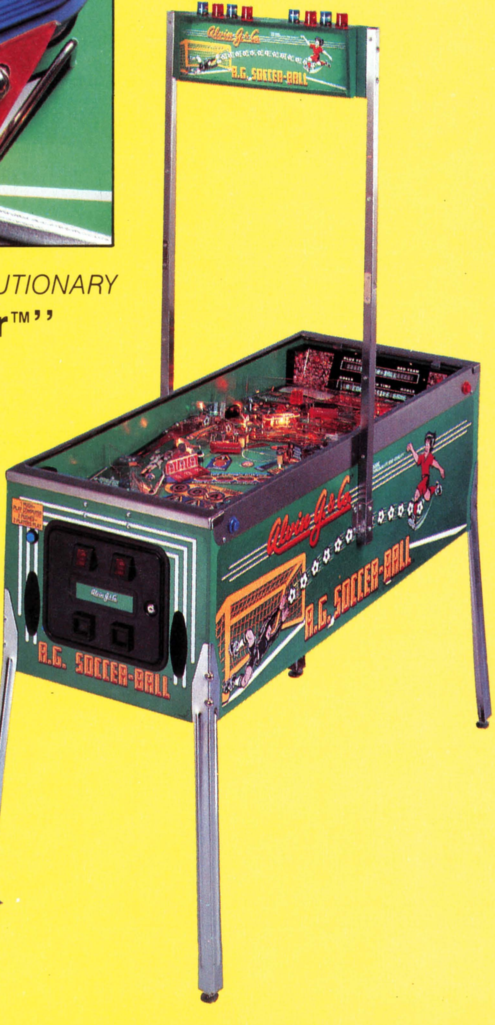
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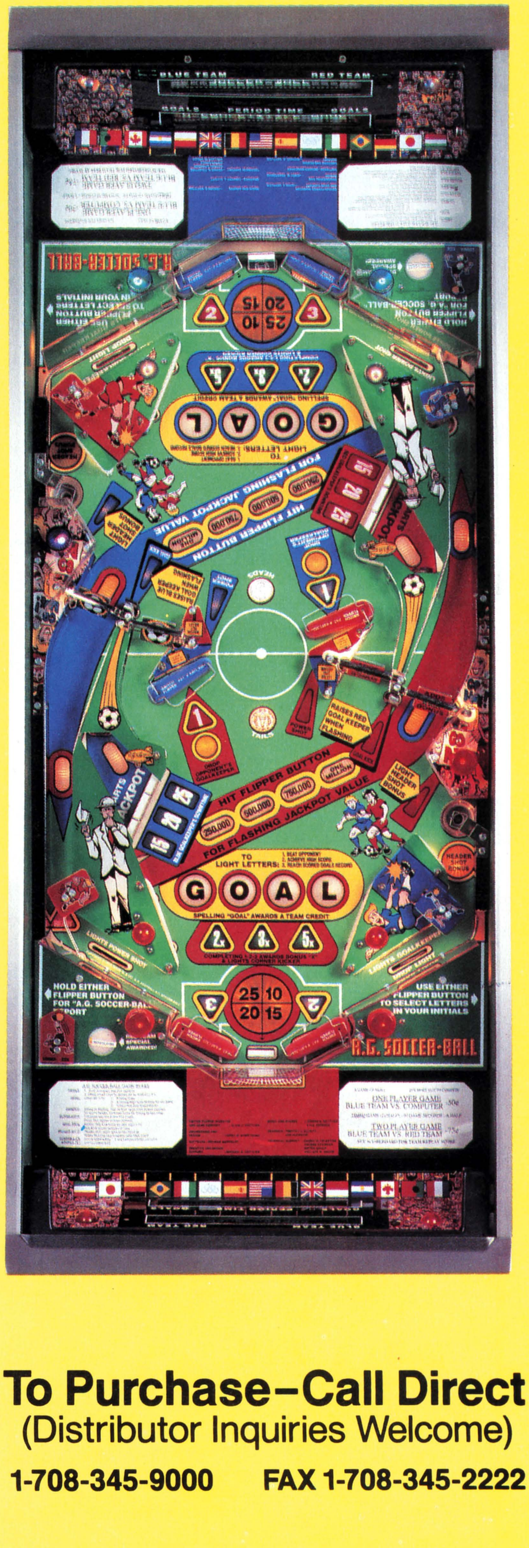
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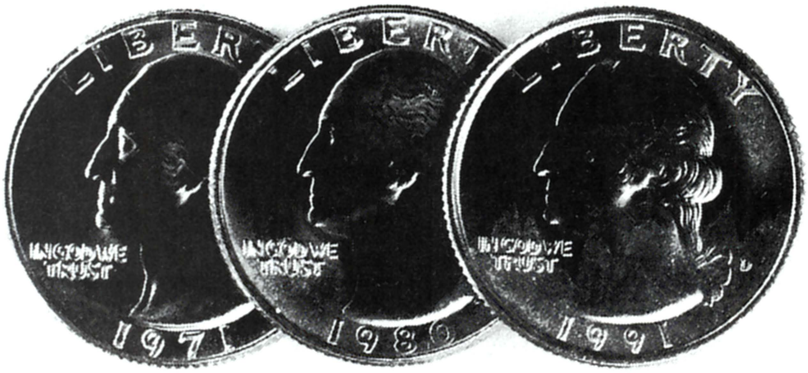

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playfield. This game will be getting its final workout at the AMOA before it really "chalks up its stick" as the official Flip-Out '92 tournament game at Pinball Expo '92 beginning on Nov. 12, 1992, in Rosemont, Ill.

> *"Mark tells how the idea has been in his head for over three years, since he went on a fishing trip."*

Alvin G. & Company

This new company is showing its first game once again at the AMOA. *A.G. Soccer-Ball* is a two-sided, two-player soccer/pinball/novelty game. The game can be played by one player against the computer, but the design is to get two players playing (and paying) at the same time. There will also be two new games from this company debuting at the show.

Jerry Armstrong told me that although a number of *A.G. Soccer-Balls* have been sold in the United States, the game was designed for the overseas market, where soccer is king. To appeal to the home crowd and to tie into the beginning of football season this year, the company will produce *U.S.A. Football*. This game will be basically the same as *Soccer-Ball* with different playfield, art, rules, and sounds. But it will be similar from an assembly standpoint and can be easily inserted in the line for production on demand.

A.G. Soccer-Ball is a multi-ball game. Multi-ball or soccer madness begins when a ball lands in the header shot up-kicker or at other random times during the game.

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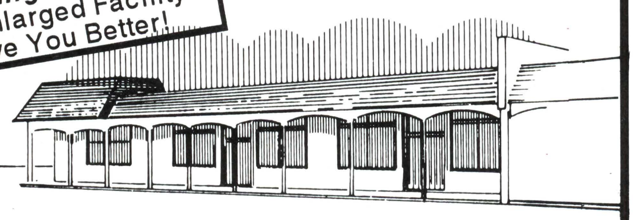

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good one to practice. Once a goal keeper is down, it's a pretty easy shot straight down the playfield to score.

It's a timed game with two 90-second halves. When the time runs out, the game continues until a goal is scored. In the event there is a tied score, the game will keep playing in "sudden death overtime." A buzzer sounds, the music changes, and the first player who scores wins.

Armstrong added, "The beauty of this game is that because it is a timed game, if two players are playing it in the high traffic location it will earn more than a regular-playing pinball. In normal pinball a good player can play almost forever. In this game, no matter how good you are, you are only going to play for two halves, maybe a little longer if you go into overtime."

> *"Lethal Weapon 3 is currently in production but has already broken the all-time company production record."*

Due to worldwide demand for new pinball games, the company will also be unveiling its third product and first traditional pinball. *Al's Garage Band Goes on a World Tour* is one of several games designer Jerry Armstrong has in development. *World Tour* is a rock 'n roll music game. It follows Al's (Alvin's?) band from its beginnings as a garage band, its rise to stardom, to the band's tour of the world. There are record contracts to get and many different cities to visit. This game also features another new, patent-pending device which AMOA-goers might not be able to put their fingers on. Check it out. ☐

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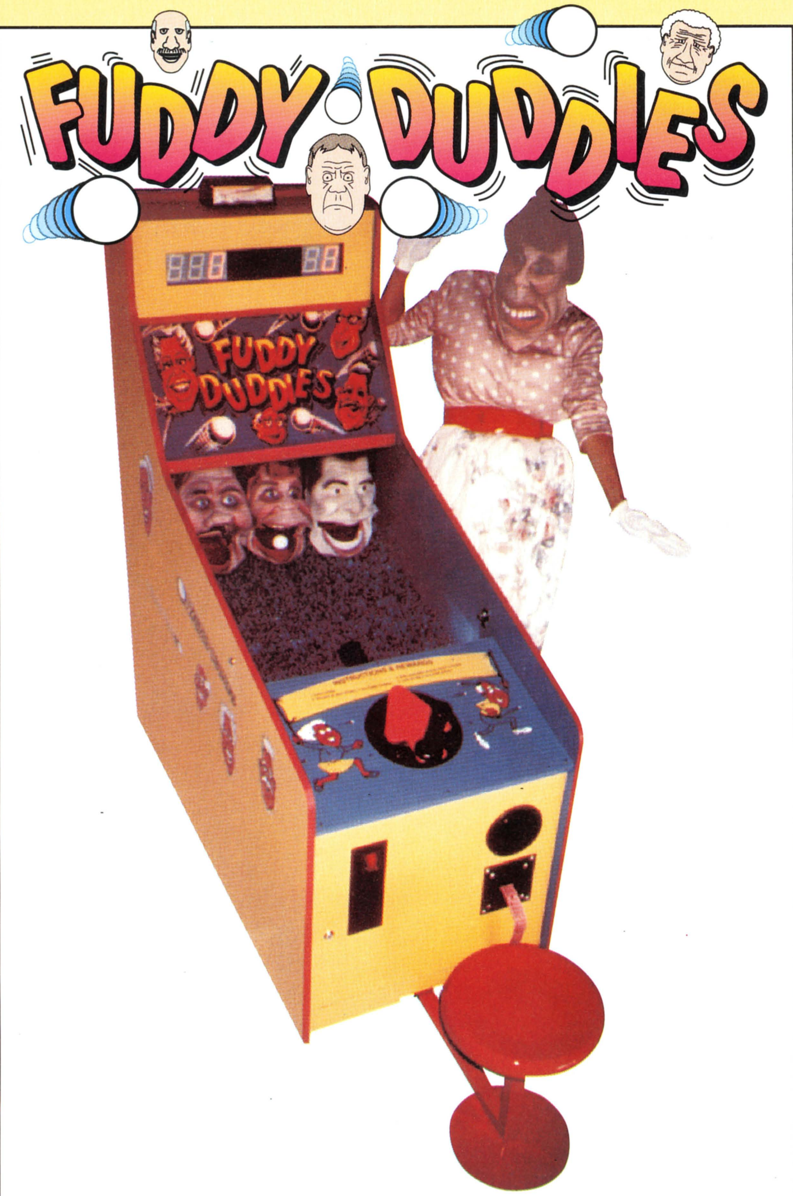

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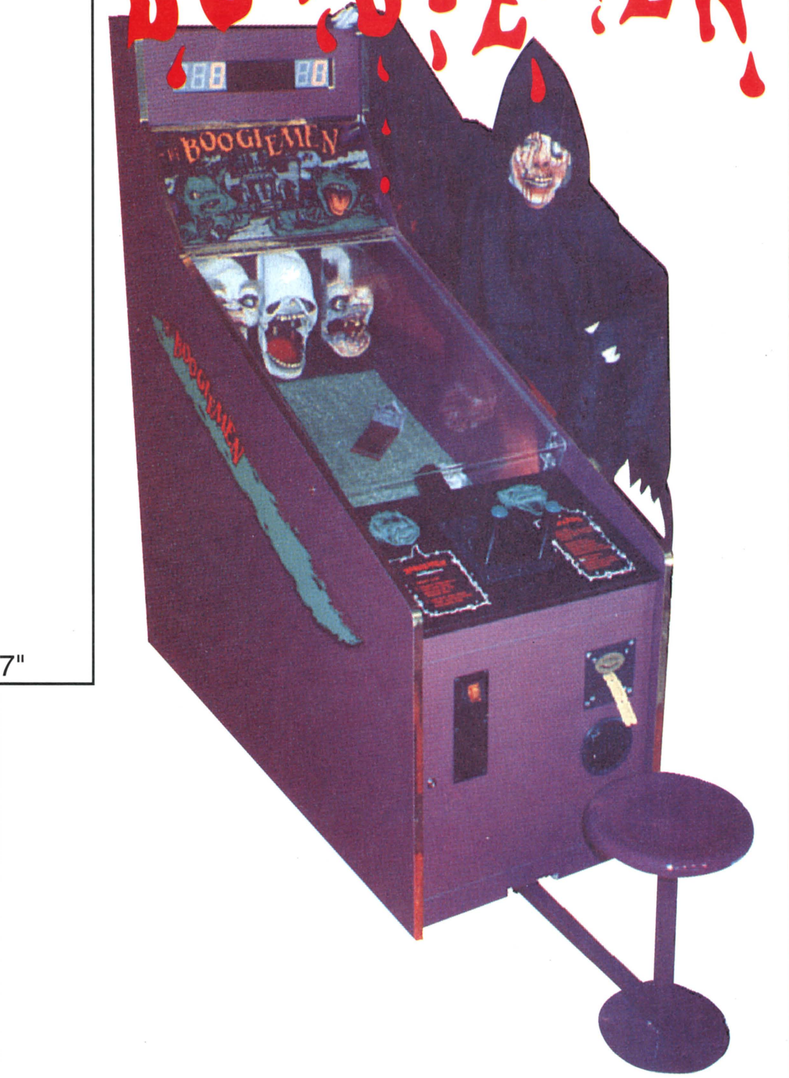

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THE VIDEO WEASEL

Scott Wolf

Excitement times seven: hot new titles abound

"Sail ho!" The lookout reports a ship on the horizon. "Look smart with those cannons, boys!" crows the captain, resplendent in her red leather bustier, knee-high boots, and a wild mane of raven hair. She is Black Rose, Queen of the High Seas, and not a woman to suffer incompetence. After all, should you displease her, she might just put on more clothing—then how much fun would pirating be?

Pretty much, actually, as evidenced by Bally's new *Black Rose* pinball game. Designed by John Trudeau, who also brought you *Bugs Bunny's Birthday Ball* and *The Machine—Bride of Pinbot*, *Black Rose* returns you to those heady days when men were real men, women were real women, and marmots were stout-bodied, short-legged rodents with coarse fur, a short bushy tail, and small ears.

Ah yes, it was a bawdy and lawless time when no merchant ship was safe, and any vessel caught unprotected fell prey to those brutal but cheerful sea wolves—pirates! Harrrrr! Your aim is to first plunder jewels and treasure from other ships, then to load your cannon and send them to their watery graves with a crippling broadside shot. *Black Rose* begins with a skill shot to any one of three targets on the first three-bank. A successful shot will open Davey Jones' locker located under a short ramp that feeds into the left ramp. If you blow the skill shot, Davey's locker may also be opened by three successive shots around the upper small loop, completing all three stand-up target banks or by executing the tricky Three-Bank Ricochet.

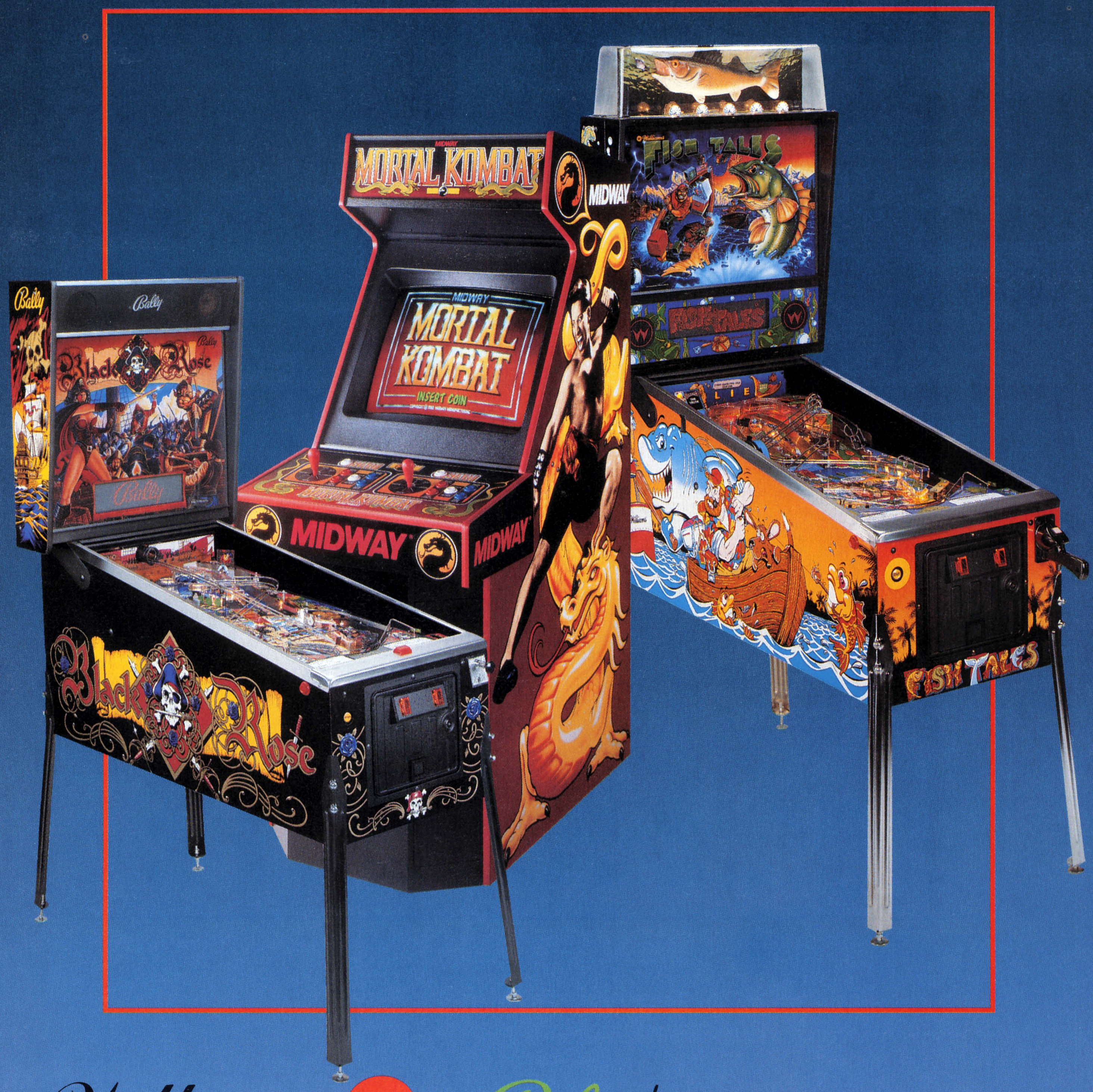
> "**Black Rose** ***returns you to those heady days when men were real men, women were real women.***"

Once the locker has been opened a shot to it loads the cannon, a high velocity catapult under the playfield, attached to an oscillating disk. The cannon is "aimed" as the disk rotates and is fired by pressing a flashing red button on the lockdown (the same gizmo was last seen on *Riverboat Gambler*). There are no wires attached to the fire button itself; instead there is a pressure-sensitive membrane switch mounted on the cabinet beneath it. Hitting major targets awards a "SINK SHIP" letter while flashing targets score a letter plus a dot-matrix displayed feature. When all of the letters are lit, sink the scurvy dogs with a cannon shot to the "BROADSIDE" popper and watch the ship explode on the display.

Multi-ball starts when balls are locked in the Pirate's Cove under the left ramp. Locking one ball starts two-ball multi-play and shooting both balls back into Pirate's Cove triggers three-ball multi. During multi-ball play major ramp shots are worth two SINK SHIP letters. Collecting all ten jewels and treasures scattered about the playfield activates the Hidden Treasure Bonus with all major targets worth BIG points.

During single-ball play the game cycles through seven Mast Values, which are collected by shots to the

3 FOR THE SHOW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Broadside popper. These include Ramp Millions, Treasure Chest, and three different dot-matrix Video Mode games (more on these in a moment). Completing all Mast Values lights the jackpot, which is collected by a left ramp shot. Shots to the right Whirlpool ramp build values leading up to one million and an extra ball.

Big scores can also be achieved by two- and three-way combination shots using both bottom flippers and the upper right side flipper. Additionally, shots to the Broadside popper result in Return Fire as a cannonball from the doomed ship screams down at you on a long, straight rail which then feeds the right flipper.

But what of the video mode games? Well, three they be — all tests of skill. If worthy are ye, the games will tell. (Scott, don't give up your day job.—Ed.)(Val, what day job?) The first, and probably the toughest, is Walk The Plank. Actually, walking the plank is a breeze—it's swimming to shore fast enough to avoid becoming shark food that separates the men from the entrees. Slapping the flipper buttons like a maniac should do the trick.

> *"She is Black Rose, Queen of the High Seas, and not a woman to suffer incompetence."*

Next comes Swing From The Riggings. Here you must, well, how can I put this, swing from your ship's riggings way over to the other guy's ship, remembering to let go at the proper time by hitting the Fire button. Finally there is the Knife Throw—a successful throw scores a bullseye on the powder keg target—a less than successful toss adds a wacky but unwanted ornament in the head of one of your mates.

Yep, *Black Rose* has it all—sex, adventure, edged weapons sticking out of peoples' heads—themes which have captivated the imagination of the world for centuries. The playfield and cabinet graphics are first-rate, in a baroque, piratey sort of way, festooned with scowling brigands, glittering treasure, majestic sailing ships, and the bountiful charms of the captain herself. So *that's* why Roger is so Jolly.

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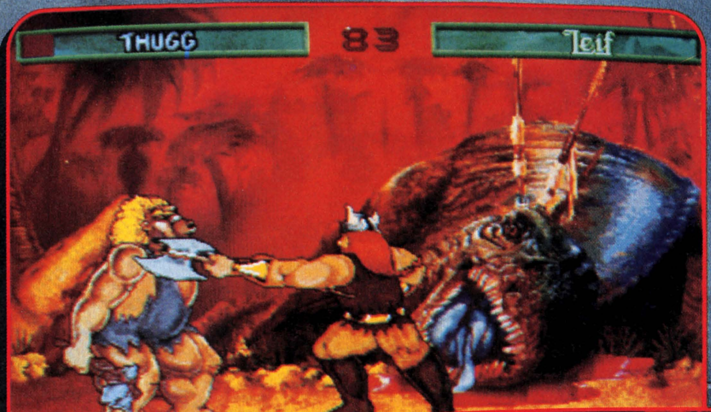
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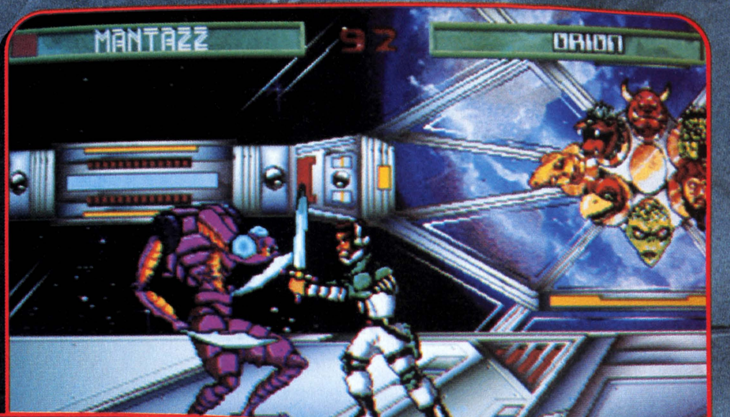
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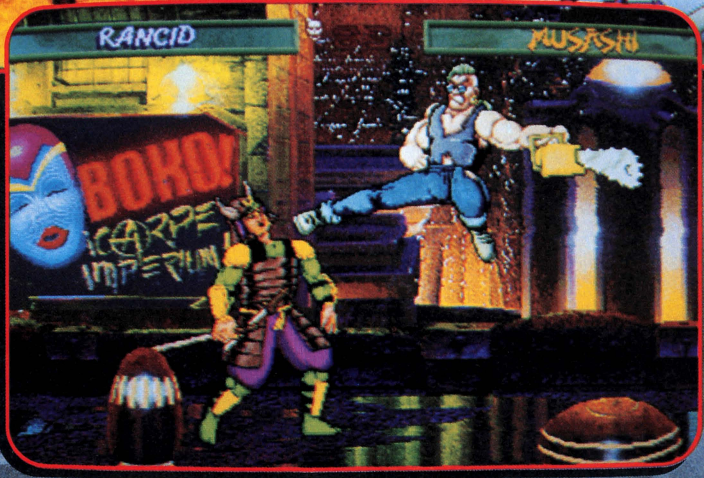
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Wasn't," cold days in July were nothing unusual. Even when I looked out my window and actually saw pigs flying, I still didn't make the connection. Then, while zapping through the cable stations, I caught a bulletin on the Weather Channel announcing that hell had, indeed, frozen over.

These portentous events could only signify one thing—there exists an "action/fighting" game that I actually like! Faithful Weasel readers are no doubt gasping in shocked disbelief as they read this. This cannot be! The very type of game that I claimed I would crawl naked and bleeding over to get to an *F-15* or *Steel Talons* has won me over by way of one superlative new entry in the field, Midway's *Mortal Kombat*.

In the same way that *T2: Judgment Day* blew away every other gun game, *Mortal Kombat* makes all the other beat-'em-ups obsolete and irrelevant. By carefully studying and dissecting the competition's most popular fighting games, Midway has been able to assemble a killer piece that incorporates the features that players demand (wide choice of characters; character vs. same character; a huge variety of moves; mind-numbing violence) and implements them along with stunningly articulated digitized graphics.

> **"Mortal Kombat *makes all the other beat-'em-ups obsolete and irrelevant."***

The storyline involves seven of the finest combatants in the world gathered to do battle in a fight-to-the-finish tournament staged on the secret island fortress of the infamous warlord, Shang Tsung. The magnificent seven are: Johnny Cage, a Van Damme-like martial arts movie star; Liu Kang, representative of all the Shaolin Temples; Kano, ruthless mercenary member of the would-be world dominating Black Dragon; Sub-Zero, a man of mystery thought to be a member of a legendary clan of Chinese ninjas; Scorpion, a rival ninja from a clan in the provinces; Sonya Blade, a fabulous babe with the U.S. Special Forces; and Raiden, no less than a Thunder God.

Control is by way of an eight-way joystick and five basic-move buttons arranged in a logical box pattern. It is left to the players to discover secret joystick/button combination moves, including

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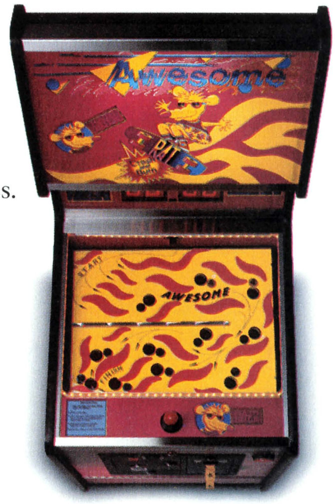

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gleefully gruesome death blows (which can be eliminated at the operator's behest).

Each of the characters has a unique fighting style and their own secret powers—Sonya has a splendid scissors throw; Raiden hurls lightning bolts; Sub-Zero can freeze his opponents in mid-air. Combat takes place in six different arenas with both players and their surroundings beautifully digitized from real life. The fighters are actual Chicago area martial artists ("Liu Kang" was one of the Ninja Turtles in the movies) and the backgrounds have all been meticulously constructed from bits and pieces of Shang Tsung's actual secret island fortress (available for private parties; call 1-800-WARLORD).

Whether players compete against computer-controlled opponents or head-to-head with another player, they must defeat all the other six characters as well as their own "mirror" images before facing the mutant Goro. Be forewarned, Goro is four-armed. He can hold you with one set of arms and pound you with the other. Once, and *if*, Goro is defeated the champion then faces the warlord Shang Tsung.

Shang is able to transform himself into any and all of the other characters, and only the experience gained by fighting the others will keep the players alive as Shang shape-shifts at the speed of thought. Additionally, after every five matches, players get to "test their might" in a sequence requiring them to smash through stacks of increasingly tough substances: wooden boards, stone, steel, Dan Quayle's skull.

"Make no mistake, this is the future of video gaming."

This is not jerky, cartoonish animation, no sir. *Mortal Kombat*'s characters look and move like real people; their kicks, punches and flips are executed with lifelike precision, and appropriate grunts and "thwacks" accompany the action, along with cheers and applause from the crowd of spectators (both on-screen and in the arcade). There is also a healthy amount of blood flying in all directions, although this, too, may be turned off by killjoy operators.

Mortal Kombat looks and feels more like a movie than a game—intense and compelling—you just *have* to stay until the end!

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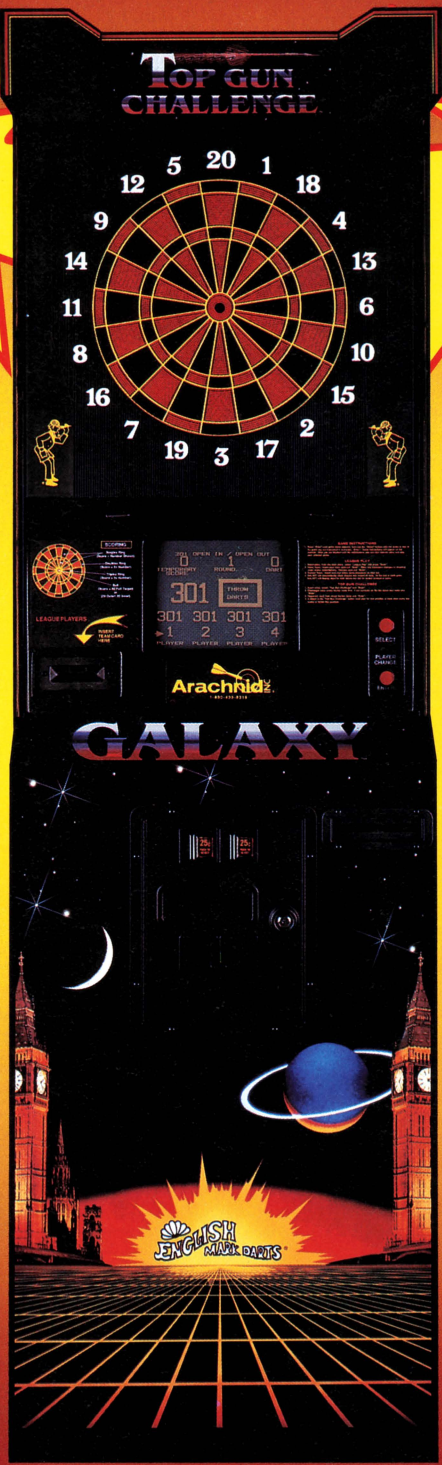
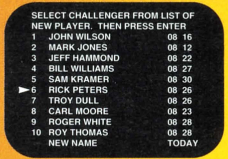


The **ONLY** game to display the Top 10 location players on screen for everyone to see.



```
SELECT CHALLENGER FROM LIST OF
NEW PLAYER.  THEN PRESS ENTER
 1   JOHN WILSON        08 16
 2   MARK JONES         08 12
 3   JEFF HAMMOND       08 22
 4   BILL WILLIAMS      08 27
 5   SAM KRAMER         08 30
►6   RICK PETERS        08 26
 7   TROY DULL          08 26
 8   CARL MOORE         08 23
 9   ROGER WHITE        08 28
10   ROY THOMAS         08 28
     NEW NAME           TODAY
```

The **ONLY** game that ranks players by challenges played against other top location players.

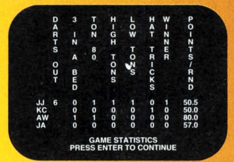
The **ONLY** game that keeps your machine earning strong after league play and during the off season

The **ONLY** game that Declares a "Bar Champ" and the nine best location players on screen.

Top Gun Challenge is operator selectable for best of three up to best of seven games.

The **ONLY** game with a patented Arachnid Super Spider with thin ribs, square entry holes and Arachnid's traditional red, black and yellow colors.

The **ONLY** game that Records and stores all player league statistics automatically.



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   D  3  T  H  L  H  W  P
   A     O  I  O  A  I  O
   R  I  N  G  W  T  N  I
   T  N     H        N  N
   S     8     T  T  E  T
      A  0  T  O  R  R  S
   O        O  N  I     /
   U  B     N  S  C     R
   T  E     S     K     N
      D           S     D

JJ 6  0  1  1  1  0  1  50.5
KC    0  0  0  0  1  0  50.0
AW    1  1  0  0  0  0  80.0
JA    0  0  0  0  0  0  57.0

        GAME STATISTICS
    PRESS ENTER TO CONTINUE
```

NDA S.P.R.E.

AND

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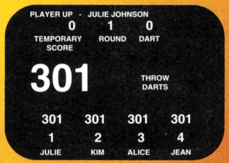
The **ONLY** game that displays team names and individual player names on screen during league play.



```
PLAYER UP  -  JULIE JOHNSON
        0        1      0
  TEMPORARY    ROUND   DART
    SCORE

301                THROW
                   DARTS

  301    301    301    301
   1      2      3      4
 JULIE   KIM   ALICE   JEAN
```

The **ONLY** game that shows up-to-date league statistics for individual games and current match information.

The **ONLY** game capable of transfering league statistics over phone lines directly to the league managers office.

The **ONLY** game that makes running leagues truly easy.

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Lethal Enforcers/ Konami

"There's nothing wrong with shooting as long as the right people get shot." — "Dirty Harry" Callahan, "Magnum Force" (1973).

Recognizing the basic human need to shoot "the right people" full of holes, Konami has released a "gun game" chock full o' them. *Lethal Enforcers* is a two-player upright that features such realistically digitized violence that the gun control weenies will be bursting every blood vessel in their heads. Meanwhile the rest of us will be having a smashing good time as Colt Python-wielding officers of the law taking on the most dangerous criminals around. Dip-switch adjustable for standard or street versions, *Lethal Enforcers* puts you on the crime scene after negotiations have proven ineffective. Called to a bank robbery in progress, you must help the patrolman on the scene by taking out the robbers without hitting the innocent bank employees and customers (although shooting a few bank presidents might make your day). The perps bolt outside to the alley where their getaway car stands waiting. Then it's a high speed car chase down Michigan Avenue for some human-moving target practice.

> ***"Lethal Enforcers** is a two-player upright that features realistically digitized violence."*

Before power-ups your Python holds only six rounds, indicated by an on-screen cylinder that rotates with each shot and empties a chamber. By aiming anywhere off screen and pulling the trigger the gun reloads itself. Power-ups include Magnum bullets that'll shoot through most things that bad guys hide behind, an M-16 rifle equipped to fire three-round bursts, a grenade launcher for some poppin' good fun, and a trusty 12-gauge shotgun for close encounters.

After finishing off the bank robbers a quick visit to the firing range offers the opportunity to improve your marksmanship. Then it's off to Chinatown, where some nutty ninjas and gun-toting goons insist on dying in a hail of gunfire. Scenes within this stage include subway turnstiles, the train platform, and a moving elevated train. After each

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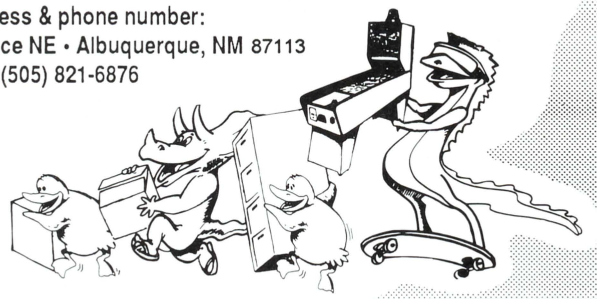

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stage the player's accuracy stats are shown and rank is determined from patrolman on up to commander. The game also gets tougher as it senses your skills increaseing; the bad guys fire sooner and faster!

The next stages are Metro Airport, where a hijacking attempt must be neutralized, another visit to the range, a dockside duel with drug dealers and, finally, the chemical plant, where you'll get to try out some night vision equipment before an AH-64 Apache helicopter blows open the roof to let in a little light and a lot of lead.

Like *Mortal Kombat*, *Lethal Enforcers* takes a tried and true game formula and elevates it to a new level of excitement and realism. Digitized Chicago locations lend an authenticity to the story setting and digitized Konami personnel as the bad guys are sure to bring in the bucks, if only from jealous competitors looking for a little vicarious payback.

Bucky O'Hare/Konami

Bunnies in Space! Based on the popular cartoon series, this Konami license plops you right into the middle of an intergalactic war against the Combined Toad Military Forces as the crew of the Righteous Indignation races through far-away dimensions in an effort to save the universe from destruction by the dastardly Death Toad Kommandos. One to four players control Captain Bucky, Chief Gunner's Mate Dead Eye Duck, Pilot Jenny, and Blinky Anroid First Class in this stylishly animated adventure. Although basically a beat-'em-up, the graphics are quite nice and younger kids seem to love the straightforward gameplay (an eight-way joystick and three buttons—shoot, jump, and super weapon). Remember the scene in the "Wayne's World" movie where

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Operation Gunbuster/Taito

Sometime in the late 21st century the people of Agalta City, no longer able to cope with the raging crime committed by the very same cyborgs they had created to make life easier, offered rewards for the destruction of the offenders. A new organization of hunters was born, and these hunters came to be called "Gunbusters."

Operation Gunbuster continues Taito's evolution of gun games where *Space Gun* left off. This time they've added two more players, a unique control system, breathtaking 32-bit sound and graphics, and a feverpitched battle frenzy. One to four players can battle one-on-one, one against the computer, two-on-two, or two against the computer. Whichever mode you choose the gameplay involves finding your opponents and shooting it out with them in such atmospheric settings as spacious futuristic apartments, rainy rooftops, eerie android factories and mazes of machinery.

The control system is a bit unusual; each player has a joystick and a gun that looks a bit like the one Harrison Ford used in "Blade Runner." The joystick moves you forward, backward, and side to side; swinging the gun left or right actually turns you so that you have total freedom of movement throughout 360 degrees. Since one hand will be busy on the stick the gun conveniently allows firing of both normal bullets and special weapons with the other hand.

This system of movement provides dramatic shifts of perspective as players race down corridors, duck around corners, or hide behind obstacles. The cyborgs are the usual biomechanical boogeymen racing around on speeder bikes and flying suits. An on-screen cursor points the way to the targets, indicating when to turn left or right, and the gunsight also changes shape when special weapons are available. There is an absorbing immediacy to this game—a sense of "being there" that is comparable to the Virtual Reality game *Dactyl Nightmare*, but *Gunbuster* is no leisurely stroll through cyberspace—it's a frantic duel to the death against all comers.

Space Lords/Atari

Star Raiders, the game that single-handedly sold most of the Atari eight-bit home computers in the late '70s has been updated for the '90s in a two screen, one- to four-player space shoot-'em-up. Space...where no man has gone before—except for the waves and waves of other ships vying for the honor of frying your butt. Set amongst the endless clusters of asteroids and gaseous nebulae, you must seek out your opponents and try to destroy them before they destroy you.

"You must seek out your opponents and try to destroy them before they destroy you."

Two players can fly separately on each screen or team up as pilot and co-pilot on one screen, with the benefit of enhanced powers and a cloaking device. Linking two cabinets allows up to eight players to battle it out for space supremacy. Each player station has pilot controls—a forward and reverse thrust lever with a rear-view button, a joystick with both laser and nuke triggers, and a cabinet-mounted hyperspace button; and co-pilot controls—an additional two-button joystick, hyperspace and cloak buttons.

The monitor shows an "out the window" view of the universe with radar and energy displays at the bottom and separate gunsight cursors for pilot and co-pilot. There are three ways to play Lords of Space: Solo—against computer-controlled enemies; Team—Red and Blue teams challenge each other in a competitive battle; and Melee—every man for himself in the ultimate dogfight in space. At the beginning of each mission a modification screen allows players to customize their ships, adjusting weapons and maneuvering capabilities. Additionally, extra energy may be attained by scooping up pods left behind in the smoking debris of your enemies. Not surprisingly, the Melee option seems to be the most popular.

Virtuality/Horizon

I finally got a chance to play Horizon Entertainment's *Virtuality* system. Dave Stubblefield reported on the hardware side of this new technology last February. I'm here to tell you what it's like to experience *Cyberspace Virtual Reality*.

Available in both stand-up and sit-down versions, the *Virtuality* system involves wearing a weird-looking piece of headgear called a visette. It contains two small color LCD screens that provide a full 3-D visual experience and a quadrophonic sound system that delivers CD-quality music, sound effects, and voice communications. A magnetic tracking system monitors the angle of your head so that images and sounds are adjusted to create a convincing illusion of first-person presence in cyberspace.

The sit-down unit runs four dif-

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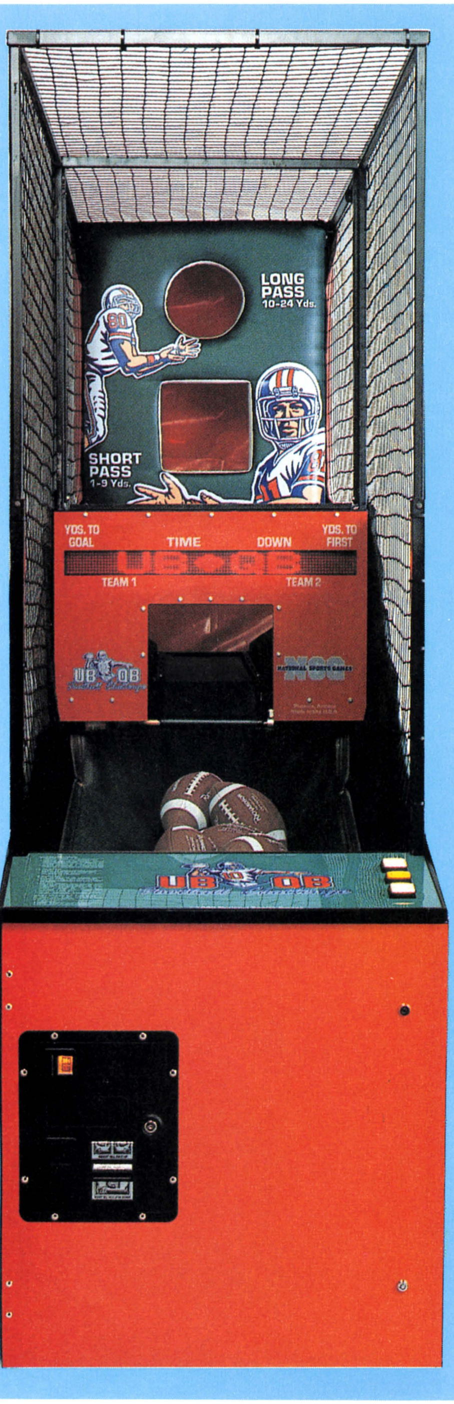

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ferent games: Total Destruction (a NASCAR, demolition derby), Battlesphere (an outer space shoot-em-up), VTOL (a Harrier jump-jet simulation), and Exorex (exoskeletal armored combat that looks very much like Jaleco's *B.O.T.S.S.*) Exorex was the only sit-down game running the day I was there. It uses one of the two armrest-mounted joysticks to control movement; a trigger fires weapons and a thumb button brings up a map that scrolls with head movement. The visette helmet functions like an Apache pilot's IHADSS (Integrated Helmet and Display Sight System). You look where you want to shoot and you shoot where you look, independent of which way you're moving.

It's a pretty neat system, but the visette is relatively heavy and the 3-D effect takes some getting used to. Much more effective is the stand-up version,which runs a simple gun duel called Dactyl Nightmare, so named for the big green pterodactyl that circles above the playfield and swoops down to pick up players when too much gunfire annoys him. The playfield consists of a main platform surrounded by four elevated satellite platforms connected to the main by stairways. Beyond is only the emptiness of space.

In Dactyl Nightmare, each player stands within a 72" by 64" unit wearing both the visette and a sensor pack strapped to his waist. You can turn your entire body through 360 degrees, crouch, look up, down, and side to side. Your own arms and legs appear as computer-generated polygons, and the joystick attached to the sensor pack registers on screen as a futuristic handgun when your arm is brought up into your field of view. You can turn the gun any which way, even point it at your own head. Movement is achieved by a thumb button on top of the joystick; the finger trigger fires the gun.

Once again, the visette requires some fiddling with to get the 3-D to look just right, but once accustomed to it, the illusion is quite convincing and the game becomes more enjoyable. Other players can be seen walking around, climbing stairs, and preparing to blow you into a thousand polygons. Four dollars buys you about three-and-a- half minutes in either unit, with an additional minute-and-a-half orientation period on the stand-up.

Make no mistake, this is the future of video gaming, obviously in its infancy, but significantly impressive to keep an eye—no, make that both eyes—on. □

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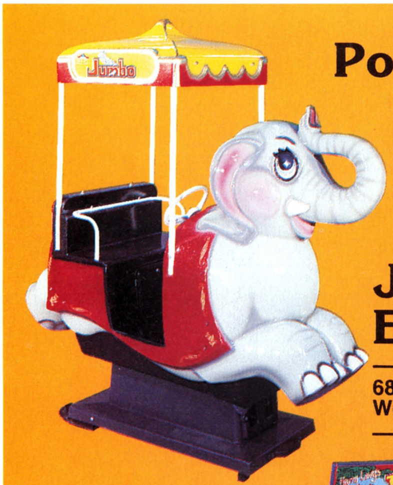

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Pop-a-Tac-Toe

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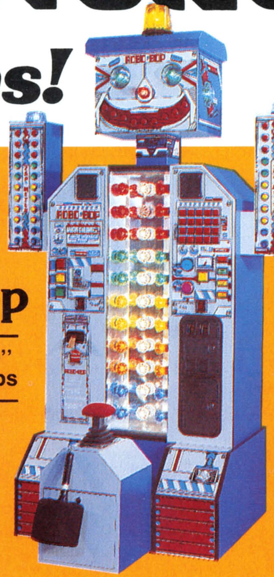

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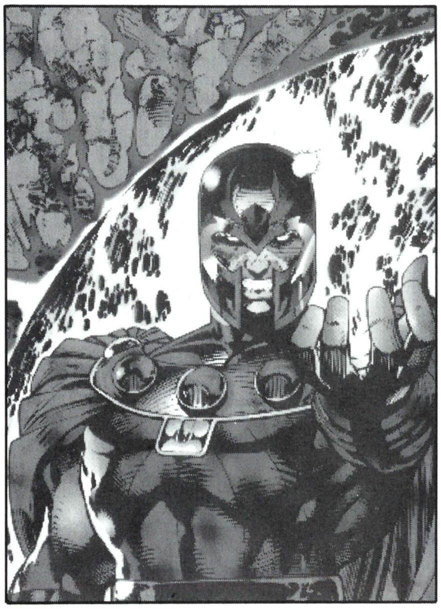
Greg Reeves
Ray Hepburn

Ever-popular ''fighters'' challenge the player

At last, game reviews from players in the age bracket our industry considers to be the prime audience. Newcomers Greg Reeves and Ray Hepburn, students at the University of New Orleans, grew up with video games. They are both passionate players and game collectors. On several occasions they have visited our office to conduct research for a master work: a comprehensive list of every video game ever manufactured.

Would they be interested in writing a column with a youthful perspective? Absolutely! Next month we'll profile this young video review team and take a look at their collection of favorite games.



X-Men by Konami

Players never seem to tire of the challenge to thwart enemies on the video screen. It's no wonder that fighting themes are among the most popular when it comes to today's game offerings. Three new ''fighters'' are highlighted this month.

X-Men/Konami

Who are the X-Men? The answer: a group of individuals with superhuman powers. They just happen to be dedicated to ridding the earth of all evil forces. The idea for this special team was born in the early '60s at Marvel Comics and instantly became a popular book due to the originality of the mutant character's powers.

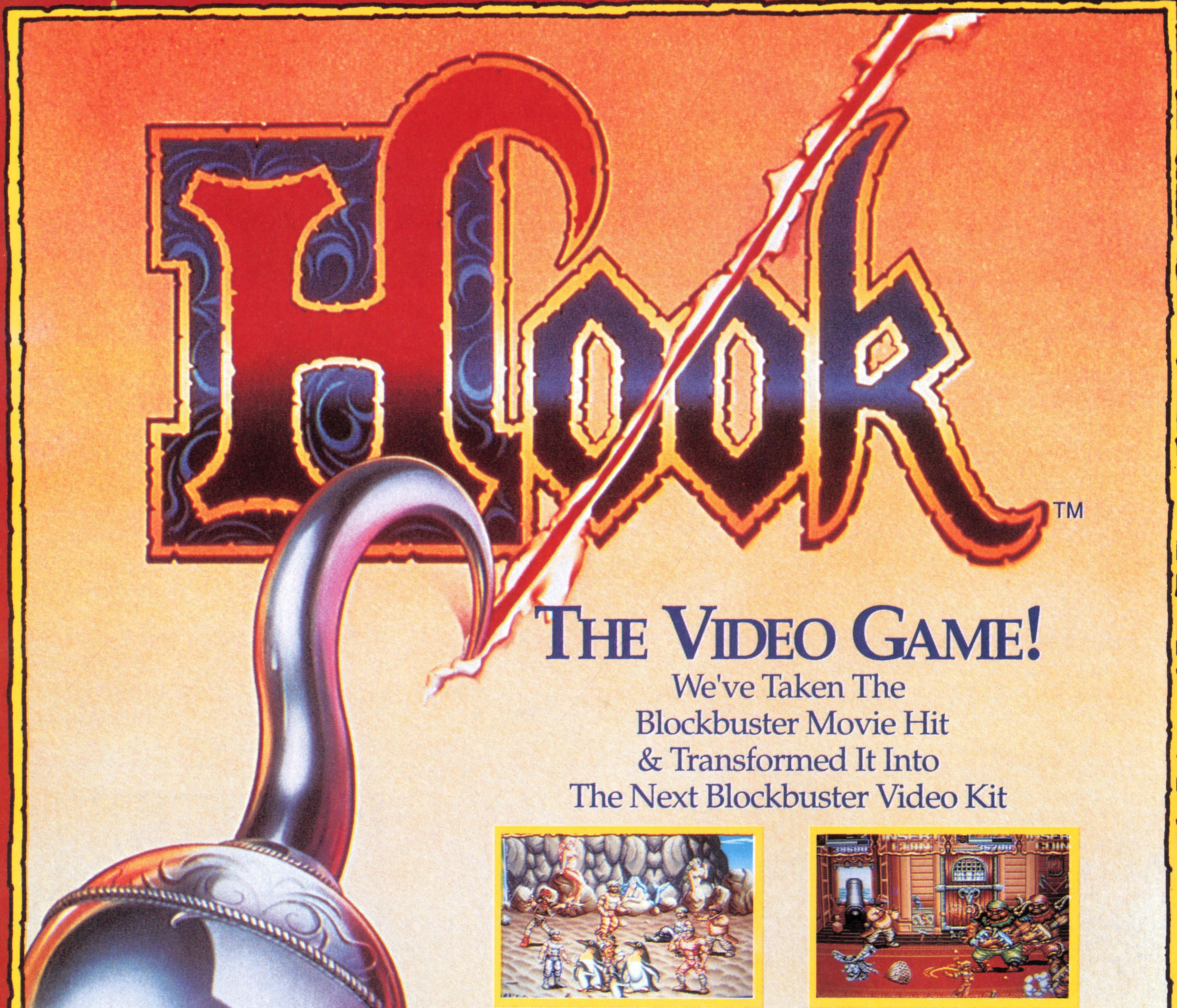
> *''The costume styles, fighting methods, and mutant powers of each hero are faithful to the comic book, with slight modifications for the video adaptation.''*

These mutants differ from other heroes; they were born with their abilities rather than acquiring them later. Konami has captured the success of the comic book in its latest upright video.

The prominent cabinet style of *X-Men* allows six- person interactive play; a smaller four-player version is also available if space is limited. The display panel below the video screen offers detailed information on each hero's abilities and statistics. Six eight-direction joysticks control movement on the left and right scrolling monitors. Three buttons per player influence character actions. An attack button, jump button, and a special power button can be used.

The game also features a buy-in option and continuation with any character once the game has ended. The larger cabinet version houses dual 25-inch horizontal monitors, which blend the on-screen action much smoother than some multiple screen predecessors. Konami has made placing the game on location an easy task, despite the unusual size and weight, by allowing the control panel to fold into the lower half of the cabinet.

The prospective player is first treated to an eye-catching,



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animated attract mode that loosely outlines the object of the game. The multi-character voice synthesis plays sounds throughout the game that are straight out of a Saturday morning cartoon.

In brief, here's the game scenario: Arch-enemy Magneto has kidnapped the leader and mentor of the X-Men. Players must make their way through several levels of Magneto's lair, each culminating in a grand battle with one of his powerful minions.

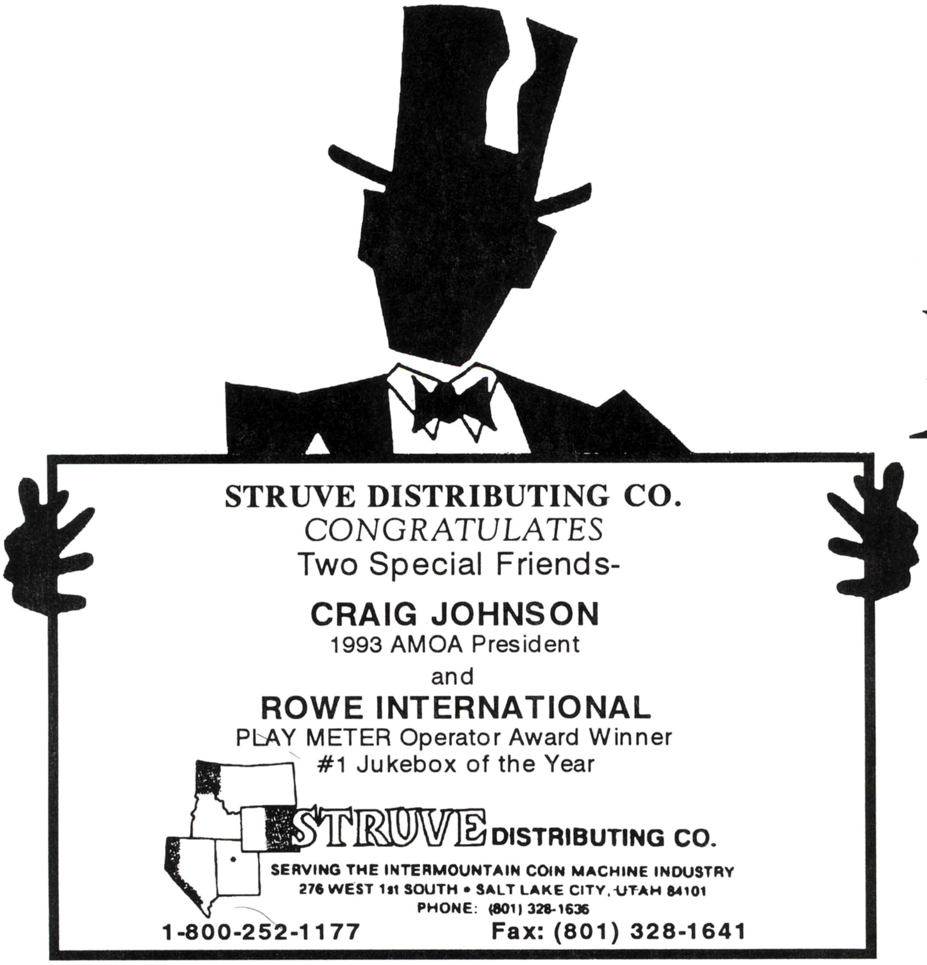
Along the path to rescue, players encounter and do battle with numerous adversaries, such as robot drones, armored gunmen, moving laser batteries, and humanoid crocodiles. All enemies are capable of long-distance attacks, as well as hand-to-hand grappling, so the action stays constant.

Mortal Kombat by Midway Mfg.

By using the attack button the player can punch, kick, throw, or bash enemies. The number of attacks needed to defeat a foe depends on the strength of the hero initiating the attack. However, enemies in the vicinity of an X-Man can be instantly destroyed when the special power button is pressed.

Cyclops, a team leader, fires a red optic blast. Colossus, a metal-skinned strongman, unleashes a force wave. Wolverine, a ferocious hunter, throws an energy claw. A tornado rips through the enemy when Storm, the African princess with the power to control the weather, lets loose. The devilish Nightcrawler teleports all over the screen, knocking down enemies in his path. Finally, a sonic light blast emanates from Dazzler's hands! Although useful in tight situations, the special powers must be used in moderation to prevent character energy loss.

The costume styles, fighting methods, and mutant powers of each hero are faithful to the comic book, with slight modifications for the video adaptation.



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Rock N' Bowl *Earnings?*

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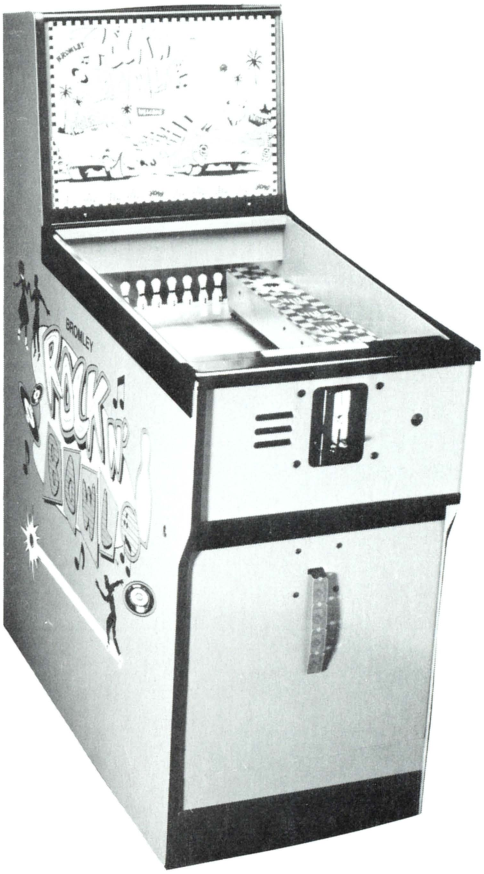

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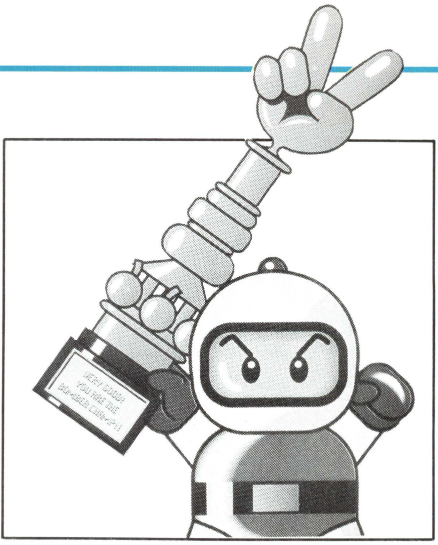
The game seems to last longer than most modern video releases. Player cooperation is encouraged due to the wide selection of characters. The combination of absorbing game play and attractive cabinet style has X-Men rising on the popularity list.

***Mortal Kombat*/Midway**

Just when it seemed that originality in a fighting game was not possible, Midway Mfg. proves otherwise with its latest video, *Mortal Kombat*. It's a worthy challenger to the amazing success of Capcom's *Street Fighter II*, employing similar combat play but with improved visual realism.

The process of digitizing real humans onto the screen, rather than programming created characters, is not a new method, although seldom used. Midway digitized the faces of the once-popular musical group Journey in its 1983 release of the same name. Warriors in other successful fighting games are digitized but appear a bit stiff and not as fluid and realistic as those in *Mortal Kombat*.


VERY GOOD!!
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Atomic Punk 2 by Irem

A player can choose one of seven characters per fight and progress through a battle plan of fierce enemies, but the more appealing mode of play is head-to-head competition with another player.

The winner of two out of three battles continues the game, while the loser must insert another coin to resume play. New features include distance attacks, such as fireballs and spears; a blood-splattering effect from an opponent who has been struck; and a block button used for protection along with the standard punch and kick buttons.

Special moves characteristic of each fighter can be attained by experimenting with joystick and button combinations. Fighting styles are visually impressive and the joystick/button controls are very responsive. In fact, the only obvious problem the game poses to the player is the number of quarters drawn out of his pocket.

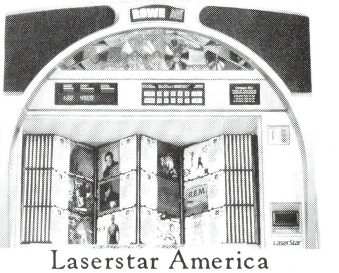
***Atomic Punk 2*/Irem**

The Bomberman Brothers have returned in Irem's sequel to *Atomic Punk*. In this outing, King Bomber and his nuclear robots have taken control of the United Nations Building.

Up to four players can team up to make their way through several mazes around the world, leading up to the final confrontation with the King. A number of enemies are encountered, such as attacking chickens, robot drones, and frightened ninjas.

The Bomber Brothers have an arsenal of time bombs at their disposal, which the player can strategically place to rid the level of enemies and obstacles. It is aggravatingly easy to get fried by one's own bombs or another player's bombs, though, and the enemies are destroyed only by a perfectly timed bomb placement.

Each maze has a time limit for vanquishing all enemies, a difficult thing in itself. There are a few items to pick up that can increase player speed or the explosive range of the time bombs, but the action stays basically the same. ☐



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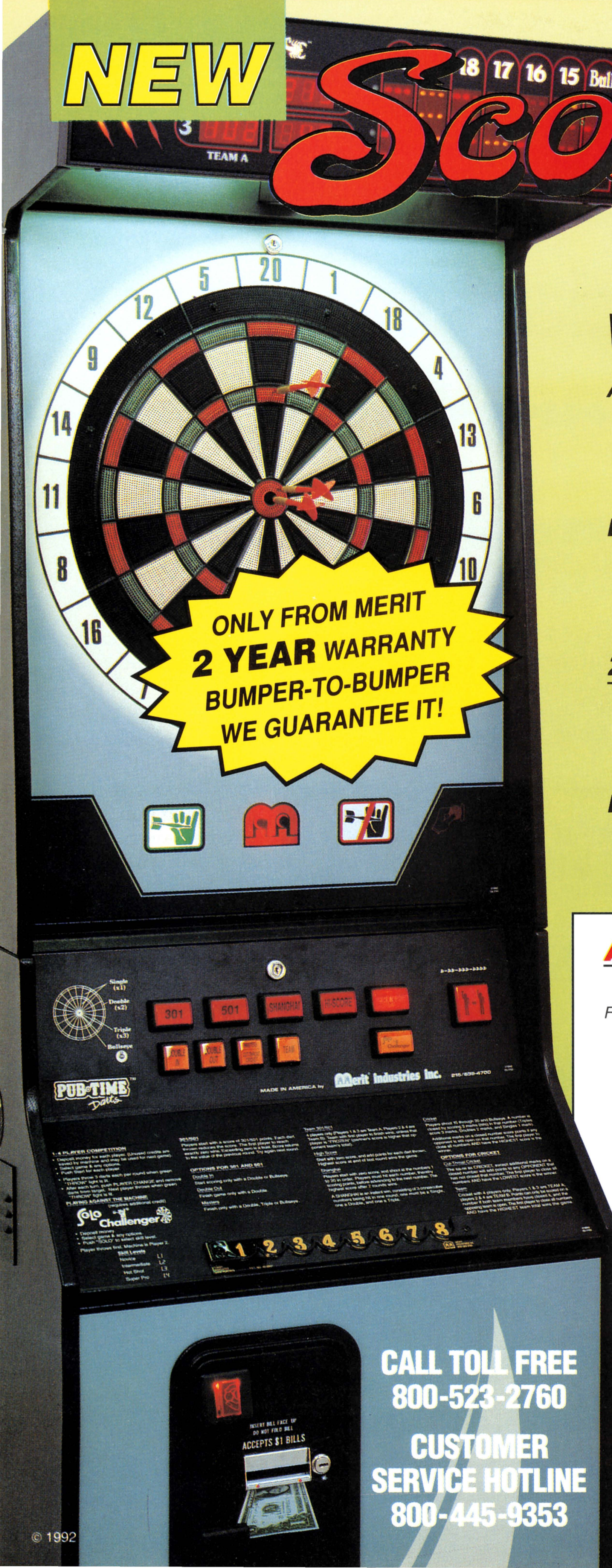

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Budweiser dart tourney held in Las Vegas

Bud Light dart league members from across America converged in Las Vegas on Aug. 6-9 for the first Bud Light Dart League National Championships. Over $25,000 in cash and prizes was up for grabs in these events: men's and women's singles, men's and women's doubles, and mixed doubles.

This tournament was unique in that both steel- and soft-tip darters played in their own divisions, yet under the same rules and regulations. Also, every event was handicapped using a copyrighted system developed by the American Darters Association, the governing body for the Bud Light dart league. Merit's *Scorpion* and Valley's *Cougar Dart* games were the official dart games of the championships.

Here are the soft-tip winners in the aforementioned categories:

Men's Singles: 1st: Phillip Stanfill of Cape Girardeau, Mo.; 2nd: Rick Forneris of Joliet, Ill.; 3rd: Phillip Mitchell of Leawood, Kan.; 4th: Al Bertucci of Joliet, Ill.

Women's Singles: 1st: Lisa Zavitka of Raytown, Mo.; 2nd: Lisa Summers of Kansas City, Mo.; 3rd: Caylon Mitchell of Leawood, Kan.; 4th: Emiley Hurst of Lee's Summit, Mo.

Men's Doubles: 1st: Phillip Stanfill and Colin Patterson of Cape Girardeau, Mo.; 2nd: Tom Luther of Sunnyvale, Calif., and Paul Janda of San Jose, Calif.; 3rd: Rubin Rodriguez and Mike Johnson of San Jose, Calif.; 4th: Darrell Foeste and Rick Dvorak of Cape Girardeau, Mo.

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Women's Doubles: 1st: Kelly Connery of Joliet, Ill., and Caylon Mitchell of Leawood, Kan.; 2nd: Karen Davis and Emiley Hurst of Lee's Summit, Mo.; 3rd: Becky Mitchell and Lisa Harris of San Jose, Calif.; 4th: Becca Jones of Campbell, Calif., and Janis Clark of San Jose, Calif.

Mixed Doubles: 1st: Ray and Lisa Summers of Kansas City, Mo.; 2nd: Becky Mitchell of San Jose, Calif., and Darrell Foeste of Cape Girardeau, Mo.; 3rd: Tom Luther of Sunnyvale, Calif., and Nancy Kirby of Kansas City, Mo.; 4th: Phillip Stanfill and Mary Lou Gohn of Cape Girardeau, Mo. ☐

Draw Doubles winners Gregg Crandell (l) and Phillip Stanfill.

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Tornado stages foosball championships in Dallas

The Energizer rabbit keeps going, going, going, and Tornado Table Soccer's annual World Championship keeps growing, growing, growing. This year's gala, which boasted $100,000 in prize money, took place Labor Day weekend at the sold-out Dallas/Fort Worth Airport Hilton Hotel.

A record 4,700 entrants battled for foosball supremacy in 29 events—professional, amateur, and novice. They came from across America and 27 foreign countries, including Canada (18 players—the most ever), Belgium, Germany, and Greece. "You know they must be foosball enthusiasts if they came all that way!" said Tornado's Dave Courington. Foosball, in fact, was born in Europe, and though it's waned in popularity with the advent of pool and darts, Courington says there are still plenty of hardcore players. If Tornado could land a European distributor, he believes the company would sell as many tables there as it does in the United States.

Action took place on 131 Tornado tables, which were provided by distributorships Hanson Distributing, New England Coin-Op, State Sales, T.O.P. Distributing, and Nebraska Technical Services. Here are some of the winners from the 1992 World Championships:

Tornado's Link Pendley (l) with Novice Singles champion Joe Williams.

Men's Singles: 1st: Terry Moore of San Diego, Calif.; 2nd: Chris Starczeski of Tampa, Fla.; 3rd: Dieter Thiele of Warnsburg, Germany; 4th: Delano Casey of Louisville, Ky.

Women's Singles: 1st: Cindy Head of Birmingham, Ala.; 2nd: Liz Hill of Tampa, Fla.; 3rd: Patty Ann Jones of Pasadena, Texas; 4th: Gena Murray of Dallas, Texas.

Open Doubles: 1st: Todd Loffredo and Gus Trevino of Denver, Colo.; 2nd: Don Swan of Chicago, Ill., and Adrian Zaroma of Freemont, Calif.; 3rd: Fernando Rosa and Everett Jolly of Los Angeles, Calif.; 4th: John and Daniel Smith of Pasadena, Texas.

Open Mixed Doubles: 1st: Cara Richardville of San Antonio, Texas, and Terry Moore of San Diego, Calif.; 2nd: Tom Spear and Tina Rhoton of Denver, Colo.; 3rd: Steve and Gena Murray of Dallas, Texas; 4th: Chris Starczeski of Tampa, Fla., and Liz Trotter of New Orleans, La.

Women's Doubles: 1st: Tiffany Billarkis of Chicago, Ill., and Lotus Leong of Spokane, Wash.; 2nd: Liz Hill of Tampa, Fla., and Melanie Tosh of Tulsa, Okla.; 3rd: Tracy Hill of Houston, Texas, and Gena Murray of Dallas, Texas; 4th: Laura Ray of Houston, Texas, and Stephanie Dean of New Orleans, La.

35-and-over Doubles: 1st: Steve Mori and Steve Corioso of Salt Lake City, Utah; 2nd: Al and Tony Turner of Tulsa, Okla.; 3rd: John Rivera of Los Angeles, Calif., and Leroy Gerhart of Youngstown, Pa.; 4th: Kent Rhodes and Tim Murta of Kansas City, Mo.

The latter category, a new one, brought in a lot of former players. "Many of them hadn't played in a while, and seeing all this action got their hearts pumping again and ready to play," Courington said. "Next year's tour will feature both 17-and-under and 35-and-over divisions. These two age groups hadn't received as much attention as others in the past, but they've become important to us as the interest has grown. It's supply and

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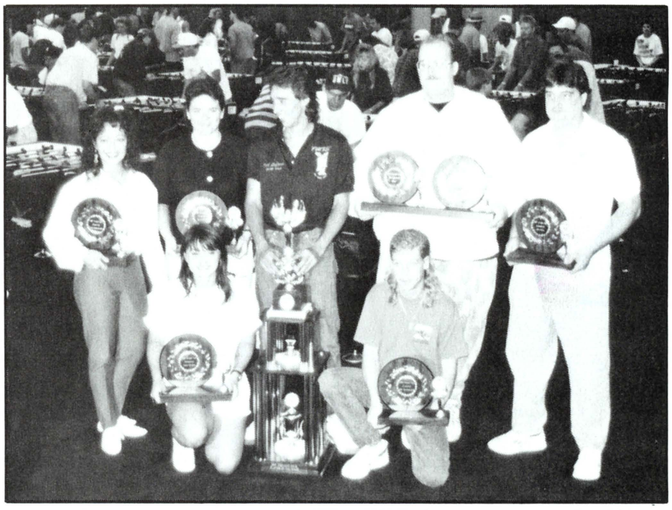
Tom Spears and Scott Wyman compete against Ken Alwell and Tom Bershire in an Open Doubles match.

Steve Murray and Carl Peterson take on John and Daniel Smith, the fourth place finishers in Open Doubles.

Open Singles champion Terry Moore in action.



A group of award winners, front row: Liz Hill and Eddie Gartman; back row, (l-r): Dhandy Lucas, Melanie Tose, Todd Loffredo (player of the year), Terry Moore (Open Singles world champion), and Chuck Pistole.

demand: they want to play, so we've created opportunities for them."

He was also pleased with the response from the ladies. This year's women's events were stronger than ever, as evidenced by a demand to have another category created for them at the World Championships.

"They'd finished their matches and were kind of hanging around with nothing to do," Courington explained. "So they petitioned to have a Women's Draw event set up, put up their entry money, and off they went! It shows you what an addicting game foosball is." Cindy Head and Tiffany Billarkis won the crown.

Six Tornado home model tables were also given away as part of the weekend's festivities, and over $3,000 was raised for the Muscular Dystrophy Association. Tornado donated a foosball table to be raffled off, with the proceeds going to the MDA. Ken Phipps of Cincinnati took the prize.

"All in all, it was a very, very positive tournament," Courington concluded. "I look for it to grow and grow as foosball's popularity increases—here and overseas."

Tornado's 1993 tour begins with the Kick-Off Classic in Oklahoma City next February. Other major stops include the U.S. Open in Long Beach, Calif., over Easter weekend; the Masters in Atlanta over Memorial Day weekend; the National Championships in New Orleans during the Fourth of July; and the World Championships over Labor Day weekend, again at the Dallas/Forth Worth Airport Hilton Hotel. ☐

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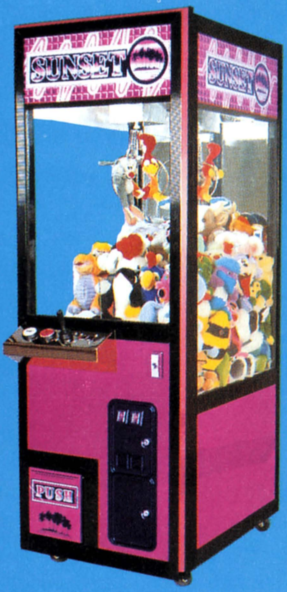
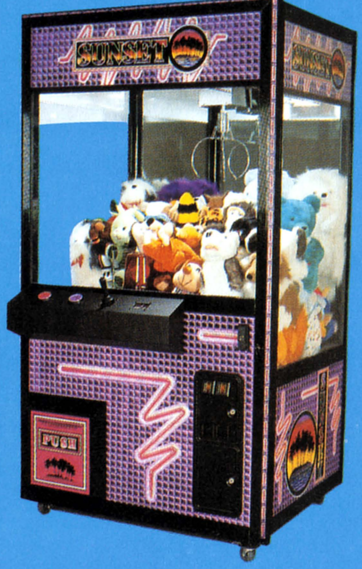


Mini Jumbo 28" Wide



Super Jumbo 42" Wide
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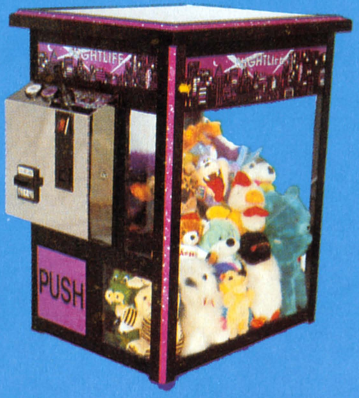

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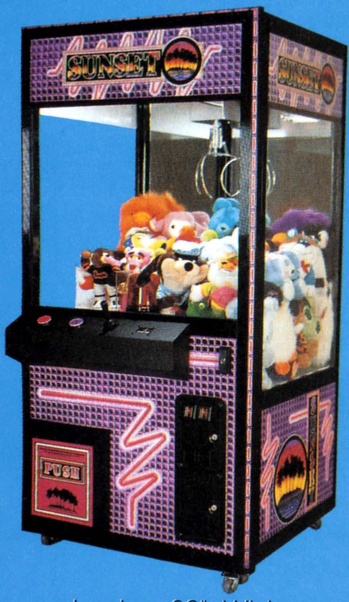

Jumbo 38" Wide
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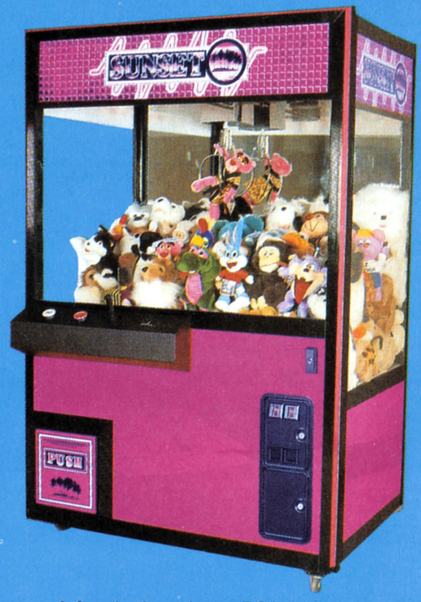

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Irving Blackman

Second opinion saves a tax bundle

The caller identified himself as John, the son of a successful family business owner (Dad) who had died three months earlier. Hold onto your tax heart strings for this real-life tax horror story.

John and his brother Jim are active in the business, Success Co., which was owned 50 percent by Dad and 50 percent by Dad's brother Don, who is still active in the business. Success Co. operates as a C corporation; it's highly successful, growing, and as a result, continuously increasing in value. Dad left all the stock he owned in Success Co. to a trust for the benefit of his wife. The balance of his estate was modest; profits had always been reinvested in the business.

The lawyers, partners in a large, prestigious firm that helped plan Dad's estate, analyzed the situation this way. The good news: no estate tax was due. The bad news: the only way to get the needed spendable income to Mom was by paying dividends from Success Co. But Don refused to pay dividends, which would be subject to two taxes because Success Co. is a C corporation. (Mom, though wealthy, is cash poor.) Second, when Mom dies, the estate tax would be figured based on Success' accelerating value at the date of her death. As you can see, they're caught in an expensive estate tax trap.

> *"You absolutely must hire business valuation experts who know and understand your industry."*

John had phoned me for a second tax opinion. Unfortunately, after looking at a small mound of data and documents, I had to agree with the lawyers. But what to do?

After much discussion, this is the simple plan we decided to implement to trash the bad news. We would perform a professional valuation of Success Co. to determine the fair market value of Dad's interest in the company at the date of his death. John and Jim would buy this interest for the FMV from Mom's trust, payable over a period of years, plus interest. Success Co. would elect S corporation status. John and Jim would take tax-free S corporation dividends to get the money to pay Mom's trust, while Don would simply keep his dividends or loan them back to Success Co.

Here are the happy results. Mom's trust would receive the FMV over time (an income tax-free transaction), plus interest income. She now has a source of cash to maintain her lifestyle. John and Jim can deduct the interest paid to the trust. The value of Success Co. has been frozen to its value at the date of Dad's death.

One caution: this article does not attempt to cover all of the laws, rules, and nuances that were used to get these fantastic tax results. Make sure you work with a competent tax expert when you get your second opinion.

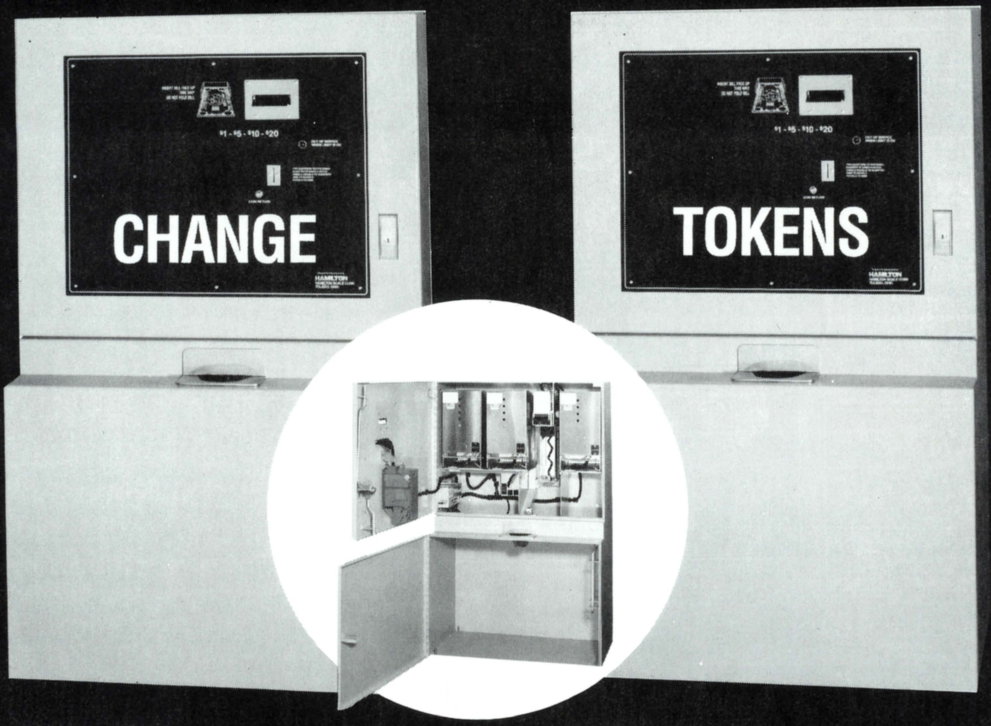
A business valuation—valuation or comedy?

The following is a true story that would normally cause the little hair I have left to gray even faster. We're talking about a mistake—a big mistake.

First the facts. I was representing a longtime client who was negotiating the sale of his business, a successful 45-year-old family restaurant we'll call Prosperity Co. (The valuation principles that follow apply to any type of business.) The restaurant was located in an old building in the downtown area of a large metropolitan city—a great traffic spot. The land and building owned by Prosperity Co. were fully depreciated

Console Changers

From Hamilton



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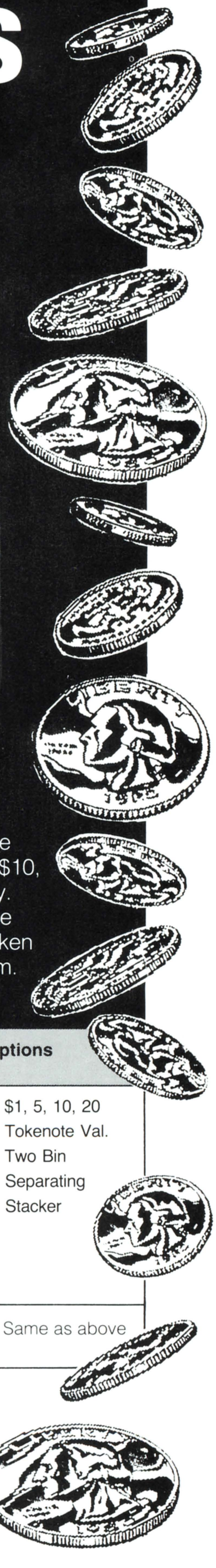
Model	Changes/ Pays	Capacity (Approx.)	Dimensions	Construction/Features	Options
CHC CHANGE	$1, $5, $10, $20 to Qtrs, All Coin	$3900 / $2600 $1300 - Qtrs $1000 - Dimes $ 300 - Nickels	51-1/2"H, 32"W, 15"D - Top 19"D - Bottom	■ 10 gauge .1345 steel cabinet ■ Hinged Doors ■ One Lock ■ Coin Acceptor ■ Beige Baked Enamel Finish ■ Weight: Approx: 500 lbs. ■ Hopper Style ■ Bill Stacker ■ Brown "change" panel red "tokens" panel	■ $1, 5, 10, 20 Tokenote Val. ■ Two Bin Separating Stacker
CHC-T TOKEN	$1, $5, $10, $20 - Tokens	15,600 Token	Same as above	Same as above	Same as above



HAMILTON

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Tel: (419) 535-7667 FAX: 419-535-0345

and, of course, the company paid no rent. As a result, the restaurant showed a profit greater than normal—no depreciation, no rent.

We figured the package was worth $1 million to $1.1 million. We asked the potential buyer to make an offer. The buyer was represented by an international accounting firm and a national law firm.

After two months of poring over Prosperity Co.'s books, the buyer, an investor who had no experience in the restaurant business but relied on his professionals, made an offer. Would you believe $1.8 million? We swallowed hard and asked for $2 million. The buyer held firm, and we accepted. The deal was closed 10 weeks later with the $1.8 million safely in my client's bank account.

Only then did I invite the buyer's accountant to lunch. After exchanging the usual pleasantries, I asked, "How did you get to the $1.8 million price?" He proudly answered that his business valuation department valued the restaurant operations at $1.25 million, while the hard asset appraisal department valued the land and building at $550,000 (the right value if the vacant building were to be sold without the restaurant in it). Add those numbers together and you get $1.8 million. Furthermore, he explained that his department had verified the price as not being too high because the cash flow worked out. (The buyer used $900,000 of his own cash and borrowed the $900,000 balance.) I thanked him for the information and said goodbye.

Where did the buyer's accountant go wrong? First, the restaurant was overvalued because they used an artificially high net income. They forgot to plug in a fair market rental. The second mistake was adding the value of the real estate to the restaurant. The restaurant would not produce one nickel more or less in cash profits if the building was worth $200,000 or a full $1 million. Put another way, the restaurant had zero value without the building, and the building was worth only $550,000 without the restaurant. At least the theory was right concerning the final mistake. In general, if the cash flow is short, the price is too high. But when the buyer puts up a large amount of his own cash and has only a small debt to service—as in this case—the theory goes out the window.

By the way, all three departments in the firm used experts in their own area, but none had restaurant experience. Maybe too many cooks *do* spoil the broth. Although my client laughed all the way to the bank, what should you learn from this tragic story? You

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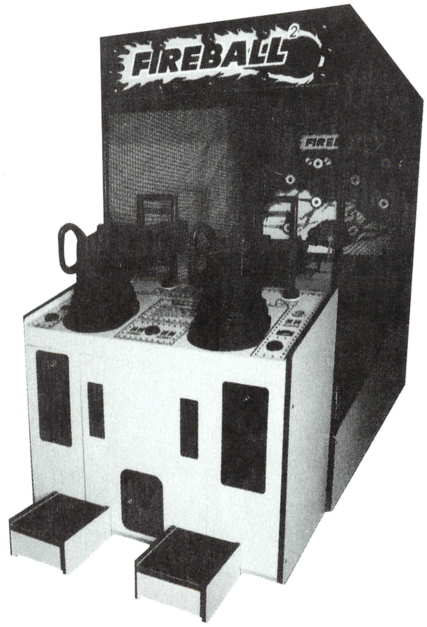

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IRS gives its blessing

Here's a common situation in the world of family-owned businesses: father/mother wants to transfer the business to one or more of his/her children. But the money to fund the buyout at the death of the parent/stockholder—insurance on the parent's life—is in the wrong place. Where? Inside the corporation instead of outside, where it belongs. Here's a foolproof way of getting the job done according to an IRS letter ruling.

The father, Joe, worked with John, his son, in a business founded by Joe. The stock of the corporation was owned 25 percent by Joe, four percent by John, and the balance by five other children not active in the business. Joe had two main objectives: one, to have his stock go to John after his death, and two, to make sure that his wife would be financially secure for the rest of her life.

Joe and John developed a plan to accomplish these objectives. They entered into a buy-sell agreement requiring John to buy Joe's shares from his estate after his death at fair market value. To fund the purchase, John would use the proceeds of a life insurance policy on Joe's life.

The corporation owned the insurance policy and paid the premiums. Joe intended to buy the policy from the corporation for its cash surrender value and gift the policy to his son. From then on, John would pay all premiums. Great news! The IRS ruled that, under these conditions, John could collect the insurance proceeds income tax-free (IRS Letter Ruling 8906034).

There are more tax goodies that flow as a result of this ruling. First, when John buys Joe's stock from his estate, the sale of the stock by the estate is free of income tax. Why? Under the tax law, the estate gets a new tax basis equal to the stock's fair market value at the date of Joe's death. Second, since his wife is the beneficiary of Joe's estate, there is no estate tax. Why? An estate is entitled to a 100 percent marital deduction for all property passing to a spouse. What could be better—no income or estate taxes, John owns Joe's stock, and Joe's wife is financially secure. Super! ☐

(Note: to ask questions or receive more information from Irving Blackman, write him at Blackman Kallick Bartelstein, 300 S. Riverside Plaza, Chicago, IL 60606. The phone and FAX numbers are (312) 207-1040 and (312) 207-1066, respectively.)

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Irving Blackman

The tax troubles of the single business owner

Single business owners have special tax problems—all bad when compared to their married counterparts. During life: no joint return, only a $10,000 gift exclusion per year per donee (instead of $20,000 when married). At death: no marital deduction to stop the estate tax cold when the first spouse dies, and only $60,000 estate tax-free (instead of $1.2 million).

Well, here comes a true tax tale of a single business owner; let's call him Sam. He came all the way from Seattle to Chicago to get a second tax opinion. Sam, a vigorous 67-year-old, operates his business (Little Co., a C corporation) with Steve, his only son. He has four daughters—none in the business. Aside from Little Co., Sam's taxable estate would include these significant assets: land and building, which he leases to Little Co., and two life insurance policies. One policy, for $175,000, is owned by and payable to Little Co.; the other, for $150,000, is owned by Sam and payable to his kids equally.

We divided Sam's tax plan into two parts—lifetime planning and death planning. The following are the significant points of each plan.

The lifetime plan:

1. Enter into a long-term lease for the real estate between Sam and Little Co. The terms include raising the rent to fair market value and giving Steve an option to buy the property after Sam dies.
2. Immediately gift voting control of Little Co., via a tax-free creation of voting and non-voting stock, to Steve. Sam is comfortable with this action, and it greatly reduces the value of Little Co. for estate tax purposes.
3. Gift $10,000 of Little Co. stock to Steve every year.
4. Transfer the $175,000 life insurance policy from Little Co. to Sam (a tax-free maneuver).
5. Gift both insurance policies to his daughters. This gets $325,000 ($175,000 plus $150,000) out of Sam's estate.
6. Elect S corporation status. This enables Sam to take tax-free dividends from Little Co. in excess of his salary, which will decrease as he continues to slow down.

> *"Single business owners have special tax problems—all bad when compared to their married counterparts."*

The death plan: There's not much to do; it's just a simple will leaving Sam's estate equally to the five kids. But appropriate adjustments must be made for the gifts completed during his life—the stocks and the insurance—so that each of the kids is treated equally (to Sam that means "fairly").

What's the final result of Sam's tax plan? It will reduce income and Social Security taxes during every year of Sam's life, and probably will reduce an estimated estate tax liability of $160,000 to zero. The most important part of this tax story is that the plans outlined above work no matter how large your estate might be—and whether you are single or married.

How to defer taxes to next year

Earning income, but deferring the tax liability for that income for an extra year, always sits high on the tax-planning goal list—and rightly so. You can keep on investing those unpaid taxes until the day you must write a check to the IRS. But is it possible to earn income in 1992, yet not include that income for tax purposes until 1993? Yes, and here are three IRS-approved ways to get the job done.

Bank certificates of deposit: Interest earned on a CD that matures in one year or less does not create taxable income until the interest is actually credited to your account at maturity. To perform this trick, you must buy a CD that does not credit interest until 1993. As long as the CD terms prevent you from withdrawing interest in 1993 without a penalty, none of the interest is taxable until 1993. This means you can continue investing

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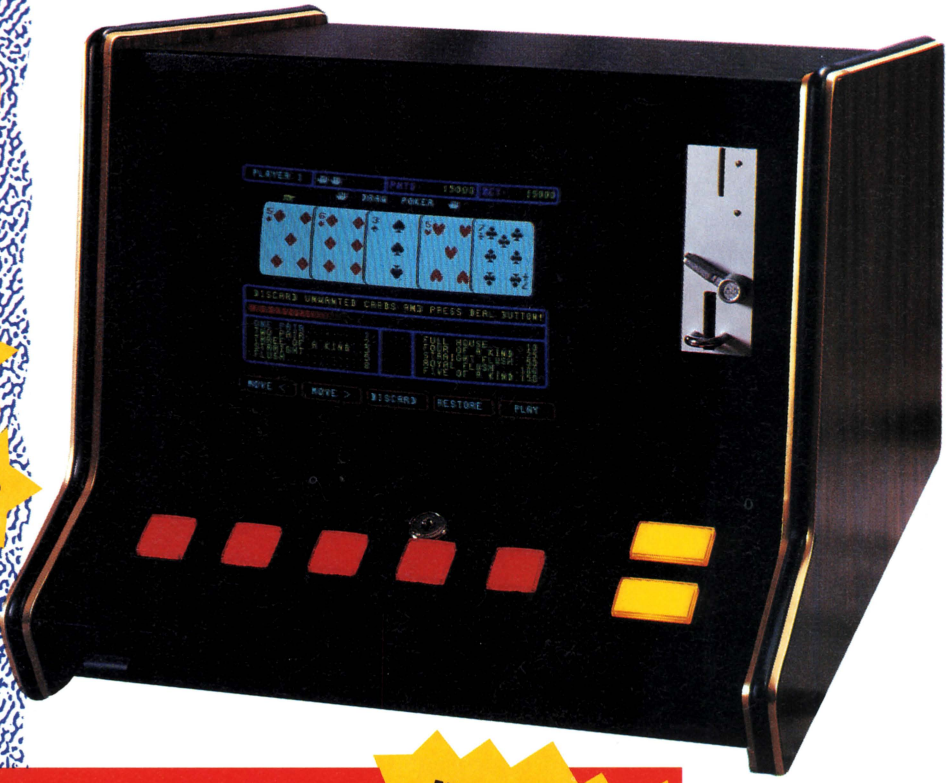
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MOVE <
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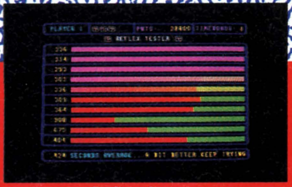
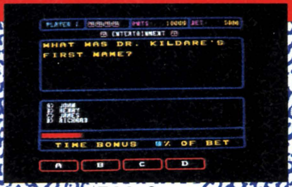

PLAYER 1
PNTS
REFLEX TESTER
SECONDS AVERAGE... A BIT BETTER KEEP TRYING

Reflex Games

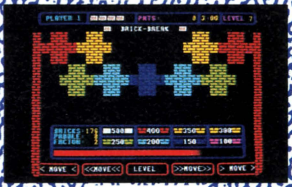

PLAYER 1
PNTS
BET
ENTERTAINMENT
TIME BONUS
A
B
C
D

WHAT WAS DR. KILDARE'S FIRST NAME?

A) JOHN
B) HENRY
C) JAMES
D) RICHARD

TIME BONUS % OF BET

Trivia Games


PLAYER 1
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your tax dollars until you file your return in April 1994.

Treasury bills: Take a look at T-bills that mature in three, six, or 12 months. They are issued at a discount, which means you buy them at a price below face value and collect face value at maturity. The discount is your interest income. Simply buy a T-bill in 1992 that matures in 1993.

Treasury notes and bonds: These long-term government securities range in maturity from two to 30 years. Such notes and bonds are issued at face value and pay interest at six-month intervals from the date of issue. For example, if you buy a bond in 1992 but don't collect interest until 1993, the first interest check is not payable until 1993. The date you receive the interest payment is what counts, not the maturity date of the bond or the interest coupon.

Giving birth to a new tax trend

A recent article in the *Wall Street Journal* revealed the following: "A new study says that patients who received follow-up care by phone reduced their annual medical costs by 28 percent. And they generally fare as well or better than patients who returned to the doctor's office for face-to-face visits."

> *"It's possible to earn income in 1992, yet not include that income for tax purposes until 1993. There are three IRS-approved ways to get the job done."*

Is this a new trend? Could it be that Americans are abandoning the idea that their consultations with a professional must be in person every time? **Yes!** The combination of lowered long-distance telephone rates, a proliferation of FAX machines, and the time and cost of travel have revolutionized tax consulting. Shucks, the medical guys are just catching up.

Years ago, only my longtime clients were comfortable ironing out details over the phone. But even that occurred only after a face-to-face meeting to set the main points of the tax plan.

Not so today. Many tax plans are created by phone, FAX, and mail (or UPS-like delivery). Often three or more people (the business owners, their families, CPA, lawyer, etc.) simply have a phone conference to achieve the same results that would've been accomplished in a typical, old-fashioned office conference.

Why is this subject so important to owners of closely held businesses? Because now the entire country is opened up to you to help you find the right tax consultant to solve your complex tax problems. You know, problems that don't come up very often but cost huge tax dollars: transferring your business, determining the value of your business, eliminating estate taxes, etc.

Are you or one of your tax professionals stuck? Do you need a second opinion? This new phone/FAX trend may be the tax-wise way to go. Jump in; the water's fine. ☐

If you have questions for Irving Blackman, contact him at Blackman Kallick Bartelstein, 300 S. Riverside Plaza, Chicago, IL 60606; (312) 207-1040 and FAX (312) 207-1066.

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...then here is good news:

You can now order your Meucci cues in *any quantity,* receive a healthy discount, and get...

Immediate Delivery!

In other words, the next time a customer asks for a Meucci model that you don't have in stock, you *won't* have to send them to one of your competitors or make them wait 2 - 3 months for the factory to deliver.

Instead, just give me a call and I'll have the cue on its way to you within *24 hours!*

In fact, if you request it, I'll even send it by UPS Next Day Air. And you'll have it in your hands by *10:30 the next morning!* The result:

More Sales, Bigger Profits, and Satisfied Customers!

Better yet, on orders of up to $3,600 *(wholesale)*, I'll give you the *same discount as the factory offers!*

And just think what 24-hour service will do for your reputation among pool players. You'll soon be known as the dealer who can give players *what they want, when they want it.*

And you won't have to tie up a small fortune in inventory to do it.

My name is Jim Lucas. I own Cue & Case Sales Company in Jacksonville, Florida. I've been in business for 22 years as both a retailer and a distributor of pool and billiard products.

And I recently became the largest authorized distributor of Meucci Pool Cues in the country.

I've gotten to be the biggest because of my unique ability to ship your order within 24 hours! You see, while the factory doesn't even begin making your cues until after you place an order, I keep a minimum of $150,000 worth of Meucci Originals on hand at all times (that's 600 - 700 cues), so I can ship immediately.

In other words, I keep plenty of inventory, so you don't have to.

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I'm convinced that once I've spoiled you with my superior service and 24-hour turnaround, you'll want to use us for all your pool and billiard supply needs — making this the start of a long, mutually profitable relationship.

How to Order

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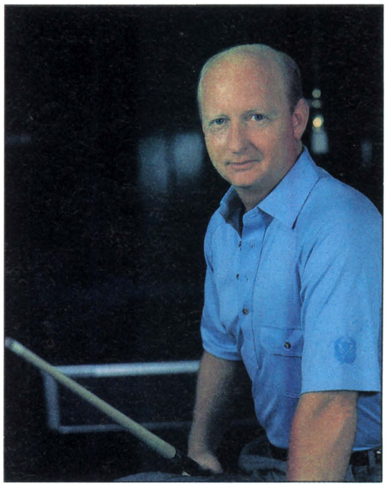

This is Jim Lucas, the man behind 24-hour shipping of Meucci Originals at factory direct prices.

Add up the benefits: bigger profits...less money tied up in inventory...faster delivery...satisfied customers...and less hassle.

Call today!

Jim Lucas

Jim Lucas
Cue & Case Sales Company

P.S. By the way, I personally warranty every Meucci cue I sell against warping while on display in your store. If a cue warps while on display, just let me know and I'll replace it at no charge.

P.P.S. If you're ever in a pinch and need a cue *right away*, give me a call. I'll ship it out to you within 24 hours! Remember, there's *no minimum order!*

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Jeffrey Rosenthal, EA

SEPs help save tax dollars

Micro Widgets Inc., a fictitious name for a real-life family-owned business, got out of a tax jam by establishing a SEP (simplified employee pension) plan. The following are the various advantages, disadvantages, and requirements of SEPs. Reviewing them is the first step toward determining whether a SEP would benefit your business.

SEP advantages:

* Lower set-up costs than most pension or profit-sharing plans.

* Simplified reporting and recordkeeping requirements, which dispenses with the need for filing an IRS Form 5500.

* Reduced employer fiduciary responsibility.

* Benefits can be taken by departing employees.

* Employer contributions can be integrated with Social Security.

SEP disadvantages:

* All contributions are fully vested.

* Some part-time and seasonal employees cannot be excluded from a SEP, which potentially increases the number of employees for whom funding must be provided.

* Companies that previously had defined benefit plans, even though such plans are now terminated, cannot establish a SEP.

"One way for family-owned businesses to get out of a tax jam is to establish a SEP (simplified employee pension) plan."

SEP requirements:

* Employees must be at least 21 years of age and have worked three of the last five years. They also must have received minimum total wages in 1991 of $363.

* There must be immediate 100 percent vesting.

* The employer cannot discriminate in favor of highly compensated employees nor prohibit withdrawals from a SEP.

In order to establish a SEP, follow these three basic steps:

1. Complete a SEP Form 5305. Don't send it to the IRS; instead, file the original and distribute copies to all SEP participants. This form serves as a disclosure statement and describes the rights of participants and their designated beneficiaries.

2. Open an IRA for each participant.

3. Make contributions to each participant's IRA.

To receive tax benefits for 1991, SEP contributions must be made by the due date of the employer's tax return. The contribution date can be postponed through Oct. 15, 1992, by filing extensions. For fiscal year plans, the plan year is identified by the calendar year that ends within the fiscal year.

One simple and inexpensive way to set up a SEP is to establish IRAs for participants through a mutual fund company. Most charge trustee fees of $10 to $15 per year. Trust companies are another option; they provide self-directed SEP-IRAs. These plans permit flexibility in investments but will be slightly more expensive than SEPs established with mutual fund companies.

A third option is insurance companies, which offer SEPs with variable annuities as the investment. A variable annuity allows plan participants to invest in variable accounts similar to mutual funds. ☐

Jeffrey Rosenthal, EA, is a tax accountant with offices at 2032 Bath Ave., Brooklyn, NY 11214; (718) 265-1234.

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New testing device and power supply

A friend of mine sent me a very well-made and inexpensive test board he calls the JAMMA Test Board. It was designed to test the correctness of the wiring in any one- or two-player video game cabinet wired with a JAMMA harness, especially after a kit conversion.

With this device, any faults with the conversion will be detected instantly and could avoid blowing up a new, expensive game board. You say this could never happen to you? How many phone calls do you take when you are doing a conversion?

Here is how the board functions: plug the board into the JAMMA connector of the video game under test. Turn on the game's power as you would with a regular game board. A row of 10 LEDs on the device will show you a graphic indication of your +5 volts adjustment in the power supply. The LEDs are calibrated in 10 steps from 4.5 v to 5.4 v. If you are in doubt about its accuracy, you can always calibrate it against a standard meter with the potentiometer built into the device.

Two separate LEDs indicate the presence of the -5 v and +12 v in the system. A button is provided to test the speaker wiring circuit. If the wiring is okay, the LED lights when the speaker test button is pressed.

Each of the standard switches in a JAMMA system (joysticks, coin, start) is represented by separate LEDs, which are logically placed all around the board. Each LED will light when the corresponding switch is activated and everything is alright. To guard against confusion that could be caused by a bad LED, a lamp test button is provided. When this button is pressed, all LEDs in the device should light up.

"This board was designed to test the correctness of the wiring in any one- or two-player video game cabinet wired with a JAMMA harness, especially after a kit conversion is done."

Broad applications

The test board can also be beneficial to the route technician. It serves as a testing tool that fits perfectly in a shirt pocket. The board's size is 3-1/4" wide x 65-1/2" long. If you hate carrying a huge tool box, this board will prove very handy. It comes with a pair of test leads that you can use to check continuity. A built-in piezo buzzer beeps if there is continuity. This board won't give resistance readings like a regular meter, but most of the time in the field you'll only use that function on a meter to check fuses.

If you move the test leads to another set of ports you will be able to test the presence of the 120 volt AC line. Again, it doesn't provide an actual measurement, but rather tells you if there is "juice" or not by lighting another LED indicator when it sees 100 volts or more across the test leads.

The device is provided with a 28-pin JAMMA connector on each end. This enables you to plug it into the edge connector of the game board while plugging the cabinet JAMMA connector into the device's edge connector input.

The device is now in-between the

game board and the rest of the game's system. This provides quick troubleshooting of switch-related problems. Simple logic will tell you if your switch problem is in the board or in the wiring.

I like this board for the new technicians on the route. It quickly gives them the information they need to repair the game without giving them a chance to ruin a good CPU board. They can also easily report back to the shop exactly what signals they have and the ones they don't have, and receive a quick fix over the phone.

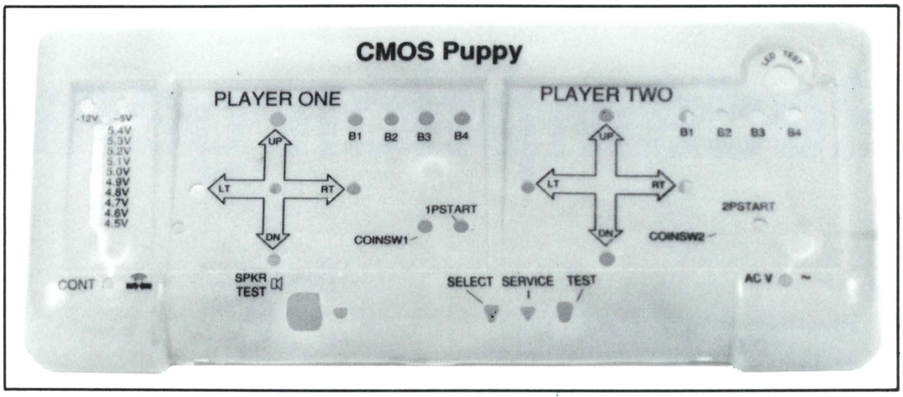
This electronic wizardry was designed and built exclusively for testing JAMMA video games. It's made by Gary Anderson of Arcade Innovations, (801) 263-9700. If enough people call, he promises to make another run.

Power supply deal

American Design Components of Fairfield, N.J., has a 150-watt computer power supply that matches the physical size and shape (including the four mounting holes) of the ones now being used on dedicated games such as *Street Fighter II*.

The main difference here is in the output connector plugs. The ADC plugs were designed for PCs, not video games, but this can be quickly remedied. Instead of a four-pin connector plug for an external cabinet switch, it comes with a huge on/off toggle switch on the side, exactly like the ones on IBM PCs. And it doesn't have that three-pin plug for the "switched" 120 volts output for the marquee lights.

I still consider it a steal for $24.95. Now, because the company has a huge stock of screw-in terminals (similar to the ones found on Peter Chou switches), it is willing to eliminate the existing output plugs and replace them with these screw-in terminals at no extra cost. To change the output plugs to that of the industry standard, be prepared to pay $5 extra or do it yourself.



Here are some tips for adapting this switcher to your existing game system:

"I like this board for new technicians. It quickly gives information needed to repair a game without a chance of ruining a good CPU board."

1. *To solve the problem of the external on/off switch.* If you are using it as a replacement for games where the supply is mounted on the side of the cabinet, all you have to do is drill a hole on the side of the cabinet where the built-in toggle switch of the supply is located and it becomes your new cabinet switch. If you must have the on/off switch at the top of the cabinet (an industry standard) you must open the power supply and run wires across the switch to the outside.

2. *For marquee lights.* Replace the connector plug for the marquee lights with a regular AC plug. I suggest plugging into the built-in AC outlet at the back of the power supply just beside where you plug in the power cord.

These supplies can be ordered through Rich Goldman at ADC, (201) 941-5000 or (800) 776-3800.

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"Ticket Vic" Fortenbach

Redemption game upkeep

Keeping your redemption games earning is not an easy task. You can't just set up a redemption game, fill it with tickets, and collect the coins.

Most redemption games are very reliable, so actual "get your hands dirty" maintenance is not required. All that's needed is to replace a lamp or two, check the scoring switches for proper scoring and, if some of your redemption games shoot balls, check to see if the minimum number of balls are in the game.

It is important to maintain your redemption games so that customers will come back again and again. For example, if the top lamp segment on a seven-segment score display is burned out, the sevens will look like ones, a nine will look like a four, and your customers will get really confused. They may make it a point not to play that game again because they can't figure out their score or the number of balls played.

There are several items on a redemption game that must be checked or cleaned on a weekly and/or monthly basis. Obvious problems that show up daily should be repaired right away. Make a chart or schedule that can be used to keep your redemption games in tip-top shape.

You can assign games in groups to be checked or serviced by a single or multiple employees, or set up the checklist so that a certain game gets maintained every week or month. And if your technician is not too busy, have him do it all. (Game center techs have all the time in the world—not!)

Knockdown

Wacky Gator
START
GAME OVER

Wacky Gator

Creating a schedule for servicing redemption games is not that difficult. It can be written on a sheet of paper or engraved in wood. Each checklist must be tailored for each game center because of the variety of games. Here are a few guidelines to get you started. Keep in mind that this is only a sampling and is in no way complete.

Wacky Gator, weekly:

- Check the gators for proper scoring.
- Check the ticket awards levels.
- Check the hammer to see that it's intact.
- Check the score/timer lamps for any that are burned out.
- Test the ticket and coin meters for proper operation.
- Play-test the game.
- Listen for any unusual sounds (grinds, thumps, or clanks).
- Test the coin and ticket mechs.

Wacky Gator, monthly:

- Inspect the gators' travel track and drive train.
- Look for plastic where plastic should *not* be!
- Clean and lube the path of the gators.
- Clean and inspect the ticket mech.

Skee-Ball, weekly:

- Check the score pockets for proper scoring.
- Check the ticket level awards.
- Check the balls for nicks or missing chunks.
- Check the score/ball-count lamps.
- Play-test the game.
- Check the ball-release solenoid.
- Test the coin and ticket mechs.
- Replace (if needed) the score pocket illumination lamps.

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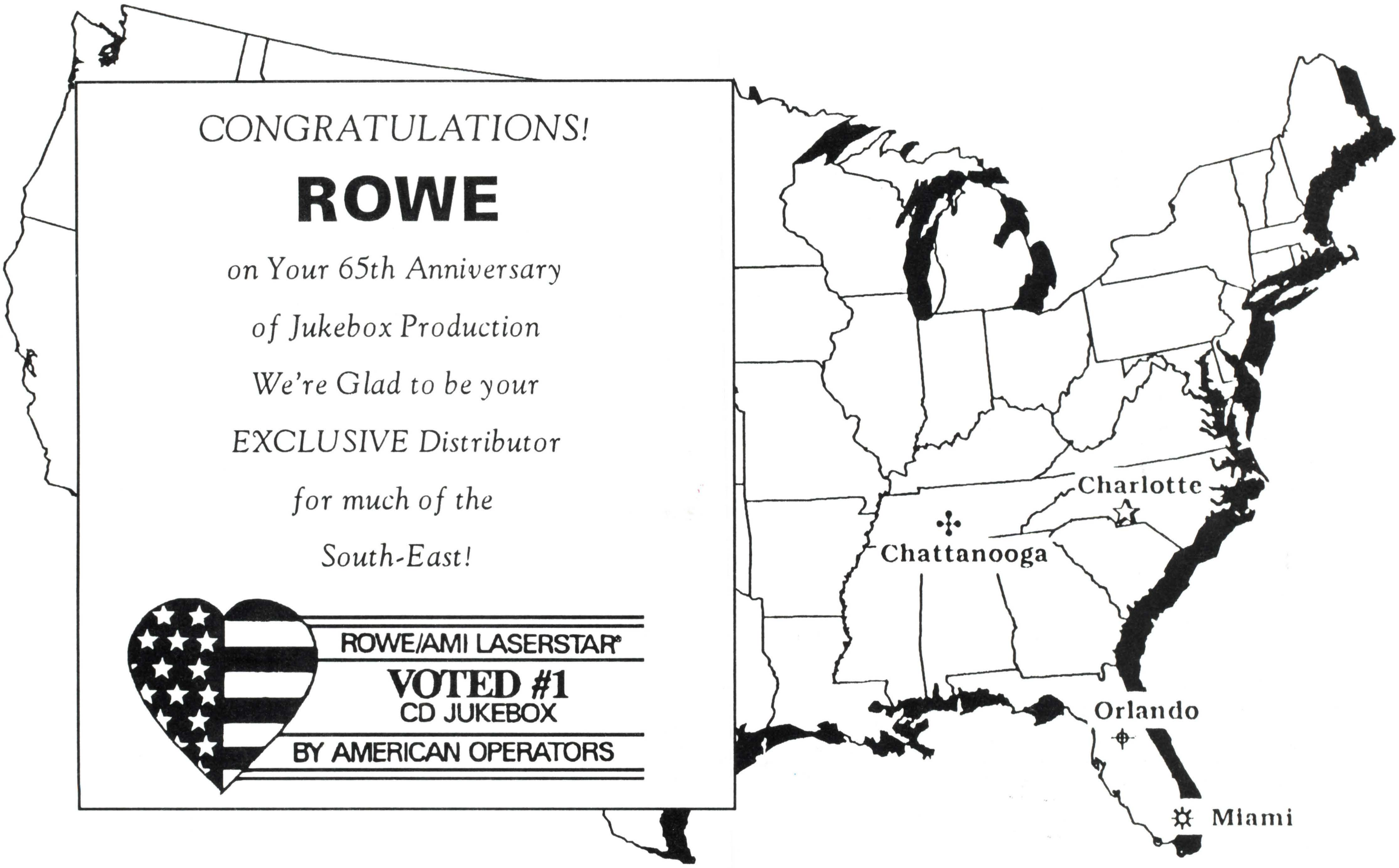

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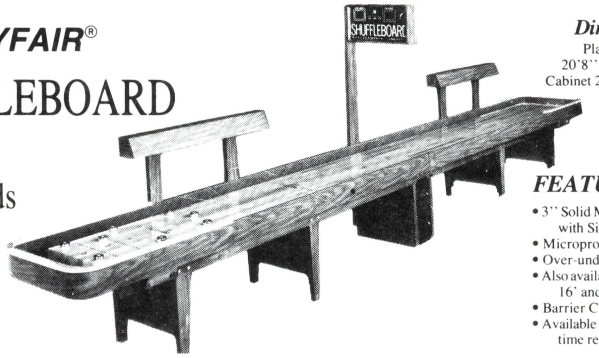

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TICKET TECH

- Test the ticket and coin meters for proper operation.

Skee-Ball, monthly:

- Adjust (re-bend) the scoring pockets.
- Clean and inspect the ticket mech.
- Inventory all balls in each game.
- Clean the scoring pocket sides.

Meltec games (*Boom Ball, Knockdown, Big Mouth, Shoot-Out*), weekly:

- Check scoring holes/targets for proper scoring.
- Check the ticket payout levels.
- Check the balls for nicks or missing chunks.
- Check the score and ball-count displays.
- Inspect the ball track for debris.
- Play-test the game.
- Check the gun assembly.
- Test the coin and ticket mechs.
- Test the ticket and coin meters for proper operation.

Meltec games, monthly:

- Check the gun for proper operation.
- Lube the gun assembly (use lightweight oil).
- Inspect the air compressor and hoses.
- Remove any dirt from around the air cylinder shaft.
- Check hoses/fittings for leaks.
- Inspect valves for proper operation.

Basketball games, weekly:

- Inspect the balls, inflate if needed.
- Check the "gate" for proper operation.
- Check the basket for proper scoring.
- Play-test the game.
- Test the coin and ticket mechs.
- Check the score displays for proper scoring.
- Test the ticket and coin meters for proper operation.

Basketball games, monthly:

- Adjust and lube the gate.
- Clean and inspect the ticket mech.
- Adjust the net; look for wear spots. ☐

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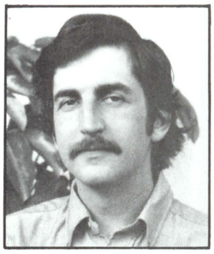


Randy Fromm

Brighten up your day

I'm going to discuss a simple modification that makes picture tubes brighter.

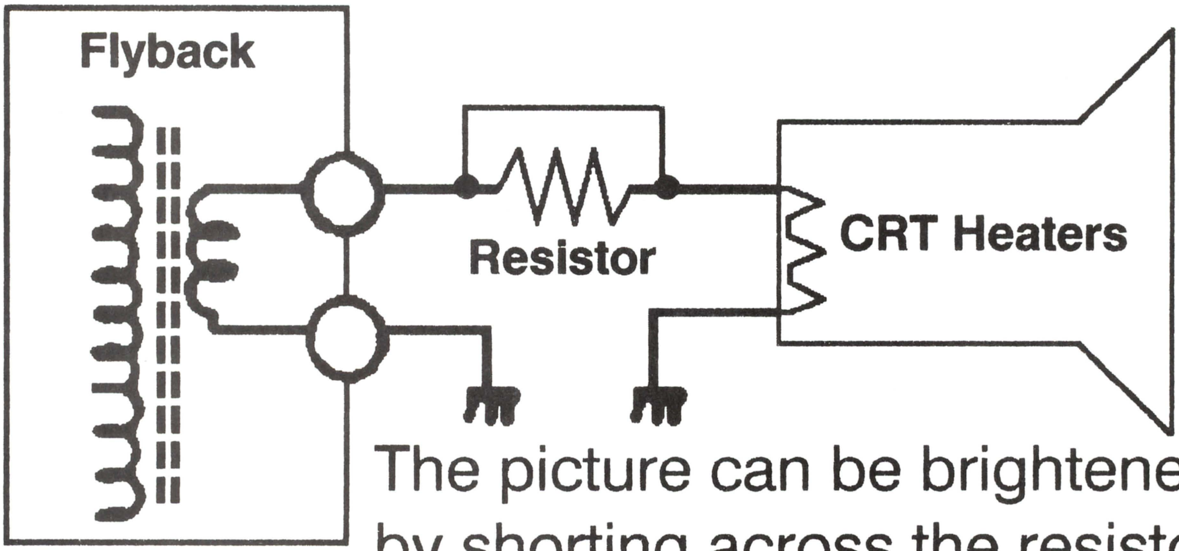
When you have an old monitor, it's sometimes difficult to get the picture as bright and sharp as you'd like it to be. No matter how you fiddle and tweak the adjustments, the picture looks dim and/or out of focus.

The culprit here is probably the picture tube (the CRT), not the chassis of the monitor. You can verify this by trying the chassis on a good picture tube. If it works OK, the CRT is at fault.

Before you throw the picture tube in the trash, here are a couple of "last ditch" things you can try to restore some usable life to the CRT and save some bucks. You can take the picture tube (or the entire monitor, although just the CRT is required) to a local TV repair guy who has a "CRT Rejuvenator." He connects the CRT Rejuvenator to your picture tube (it connects to the pins of the CRT in place of the monitor's neck board) and "shoots" the tube. The CRT Rejuvenator works by increasing the voltage to the CRT heaters, making them glow extra hot and bright. This causes the "cathode" in the electron gun to emit more electrons.

Then, the momentary pulse of a high-voltage capacitor discharge is placed between the cathode and the nearest "grid" of the electron gun. You can see a visible spark in the neck of the picture when this happens. The resulting arc will blow away the crusty layer that is covering the cathode and expose fresh cathode material (barium oxide). The newly exposed surface will produce a much better stream of high-energy electrons, resulting in a much clearer and brighter picture.

CAUTION: There is about a 50/50 chance that the CRT rejuvenation process will completely ruin the electron gun. Don't do this until the CRT is otherwise unusable. The TV repair guy will



The picture can be brightened by shorting across the resistor.

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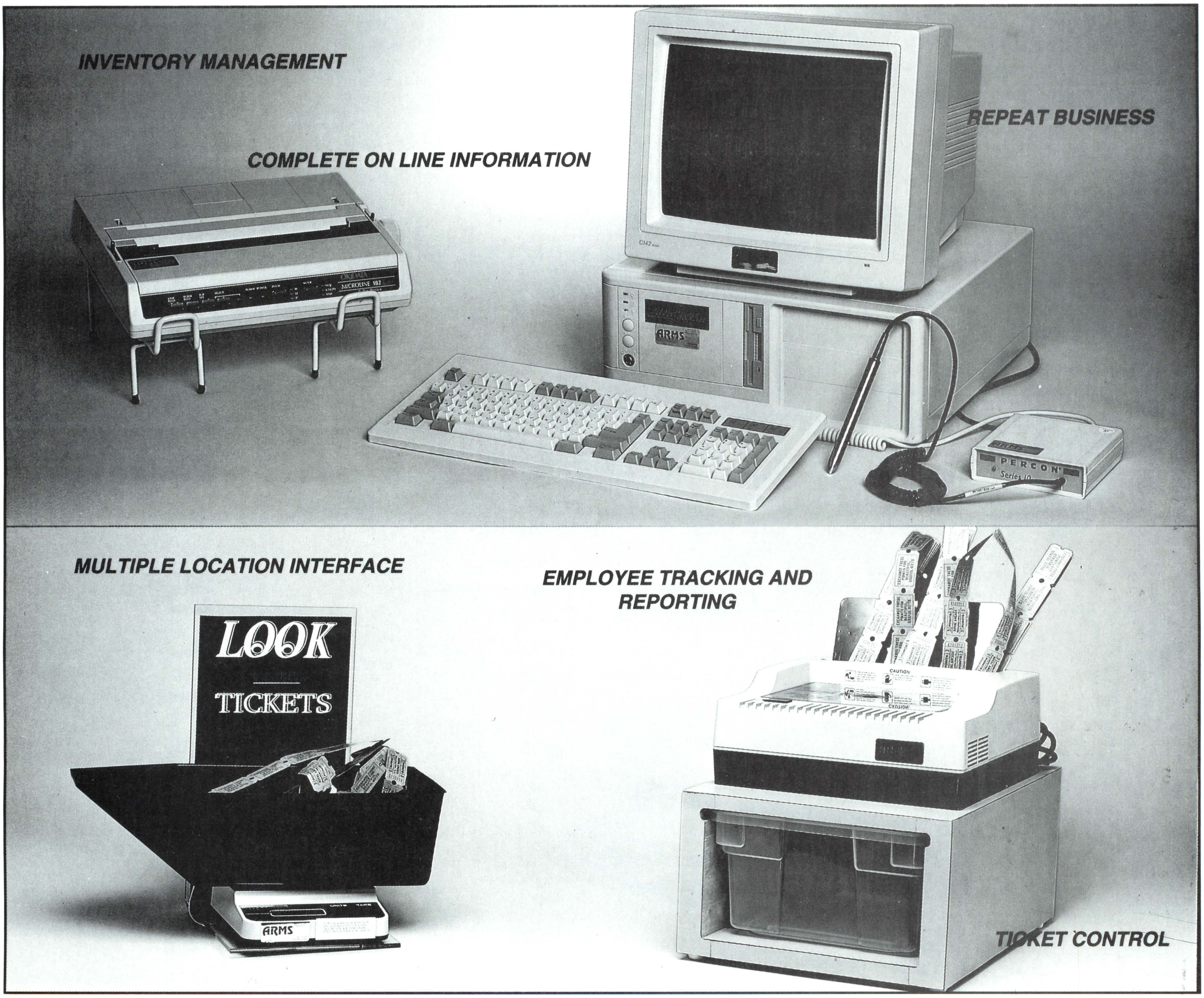
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probably warn you about this beforehand. If the CRT is bad, you've got nothing to lose and everything to gain. The process takes only a few minutes, so he shouldn't charge you more than $10 for the job. If he won't do it for that, call around and try to find someone who will.

> *"Before you throw the picture tube in the trash, here are a couple of ' last ditch ' things you can try to restore some usable life to the CRT and save some bucks."*

Cheap-o tube brightener

Here's another last ditch CRT brightener. Once again, this has to do with brightening (and heating) the CRT heater in the electron gun. The CRT heater is driven by an output winding on the flyback transformer that is in the high-voltage unit. Just a few turns of wire is all that is necessary to develop the low voltage required to operate the CRT heaters.

The CRT heaters are designed to operate on a steady 6.3 volts AC. Because the output of the flyback transformer is actually short pulses instead of continuous AC voltage, the pulses are around 20 volts or so. It averages out to be the same. The short pulses create the same heater brightness (and heat) as the continuous 6.3 volts AC.

When a monitor manufacturer selects a certain type of high-voltage unit, they will often find that the output voltage of the CRT winding on the flyback transformer is a bit too high for the picture that they're using. A resistor will be connected in series with the CRT heater to cut down the extra voltage. It will be a low resistance, typically around 2.2 ohms or so.

It's easy to find this resistor. On the schematic diagram, follow the wires back from the CRT heaters. One side of the heater is usually grounded; the other side connects to the resistor (if the resistor exists, that is). If the other side of the heater goes directly to the flyback transformer, you don't have a resistor in series with the CRT heater.

If you don't have the schematic diagram, you can probably follow the traces and wires back from the heater pins of the CRT. They will usually be labeled with the letter "H" on the monitor's neck board. If not, use your meter set to the lowest resistance scale (ohms) and check for a low resistance between two pins of the CRT (power off). These will be the two heater pins. You will see only an ohm or so between the two pins. Try pins 9 and 10 first as these are commonly used for the heater connections.

Now that you've located the resistor, short it out. Just solder a piece of wire across the resistor on the bottom of the board. With the resistor eliminated from the circuit, the heater voltage will be boosted up a bit. You'll probably notice the increased brightness of the CRT heater and a brighter, sharper picture as well. If the CRT heater is too bright (like glowing yellow/white) you may want to replace the existing resistor with one of half its value instead of shorting it out completely. □

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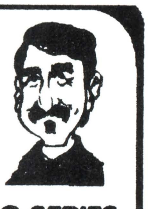

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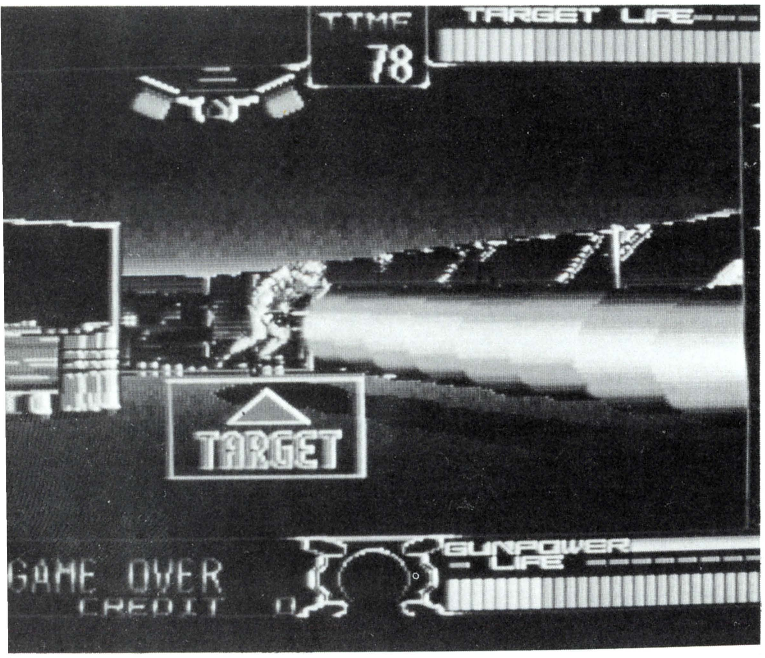
Operation Gun Buster

Taito debuts a four-player interactive gun game in *Operation Gun Buster*, a fitting follow-up to Taito's other proven gun games: *Operation Wolf, Operation Thunderbolt*, and *Space Gun*.

In this outing, players not only have a chance to compete against each other in team play but also must find the attacker and destroy him. A joystick controls the direction of the characters—left, right, forward, and backward. The gun incorporates a special design with a trigger and grenade button that operates with only one hand.

Operation Gun Buster is a dedicated game with four mounted guns.

For more information, or distributor referral, write Taito America Corp., 390 Holbrook Drive, Wheeling, IL 60090; (708) 520-9280; FAX (708) 520-1309.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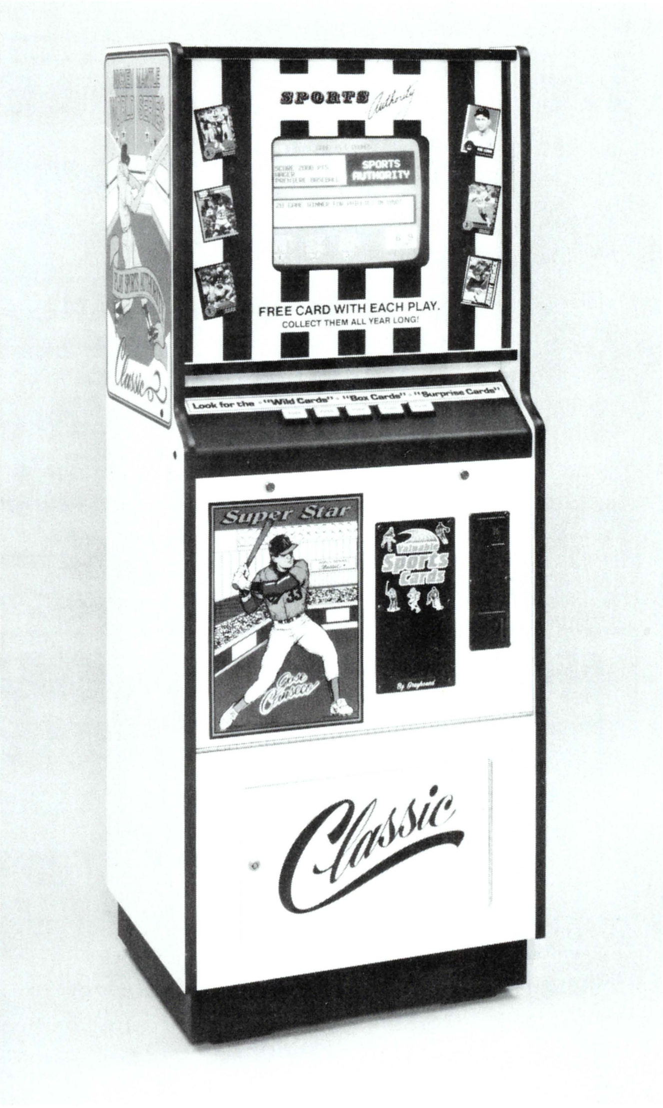
LIFE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FREE CARD WITH EACH PLAY.
COLLECT THEM ALL YEAR LONG!
Look for the "Wild Cards" · "Box Cards" · "Surprise Cards"
Super Star
Classic

Sports Authority

Classic introduces a sports trivia skill game that affords players an opportunity to win collectible and tradeable sports cards. Appropriately titled *Sports Authority*, the game is housed in an upright cabinet with a 13" monitor.

Features include a new sports card dispenser that eliminates problems with card damage in dispensing. Card refills are available through Classic, one of the industry's largest suppliers of sports cards.

One free card is dispensed with each play; additional cards are awarded during game play. Limited edition wild cards are in the card mix; look for select "wild" wild cards that can be redeemed for special prizes. The game's cabinet measures 25-1/2" wide x 19-3/4" deep x 63-1/2" high.

For more information, or distributor referral, write Classic Inc., Rt. 37 & Germania Station Road, P.O. Box 1697, Toms River, NJ 08754; (908) 286-1120; FAX (908) 341-3361.

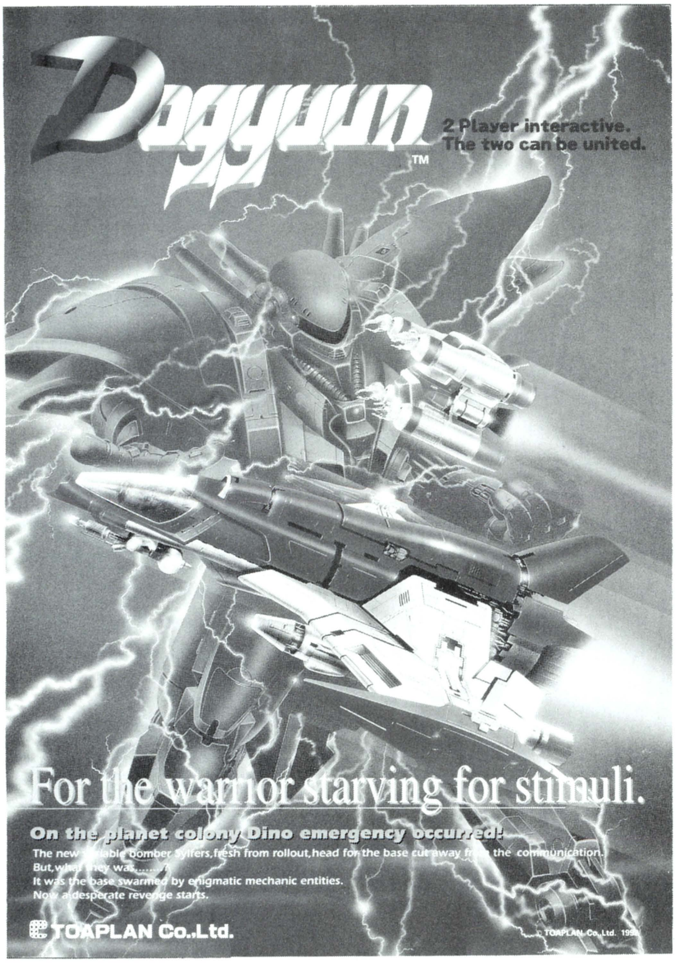
Dogyuun

Toaplan introduces a two-player interactive video kit named *Dogyuun*, a space battle adventure for vertical monitors.

Players must battle enigmatic mechanical entities that have overtaken sophisticated bomber aircraft. Controls include an eight-way joystick and three buttons: shot, bomb or speed-up, and unit beam.

When the option box is destroyed, three power-up items emerge: an extra bomb with a one-time use, speed-up for faster action, and one-up to increase your aircraft numbers by one. Weapons at the player's disposal include a mega shot, psycho beam, V-laser, and homing fire that refracts and attacks the enemies in the sky.

For more information, or distributor referral, write Toaplan Co. Ltd., TOA Bldg., 1-8-4 Shimizu, Suginami-Ku, Tokyo, 167, Japan; 03-5397-0511; FAX 03-5397-4755.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Now a desperate revenge starts.

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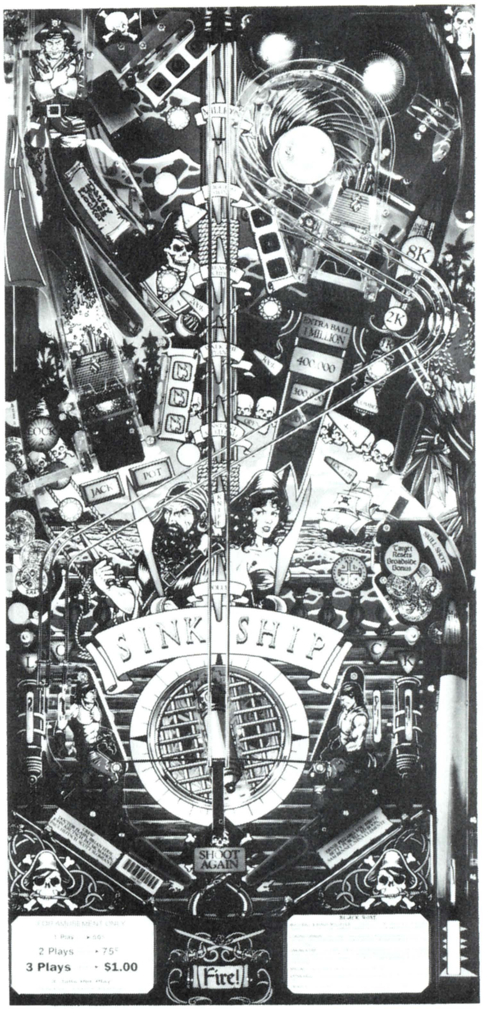


Black Rose

Adventure on the high seas undergoes a smooth transition to the pinball playfield with Bally's *Black Rose*, a pirate-themed game that boasts the electronic flipper system and the tru-pitch level introduced on *The Addams Family*. In addition, *Black Rose* is the first Bally pinball to incorporate the Pivoting Playfield slide assembly for easy maintenance.

Other features include a sound effects package and full-size dot-matrix display with three different video game modes that ask players to test their skills at knife throwing, swinging from riggings, and walking the plank (watch out for that hungry shark!).

The playfield is loaded with colorful hot spots, including the Whirlpool Ramp, Pirate's Cove, Davy Jones' Locker, and a cannon that fires at flashing jewels and treasure targets to spell out SINK and SHIP.

Also look for triple play target banks and two- or three-ball multi-ball play that explodes with jackpots and multiple jackpots.

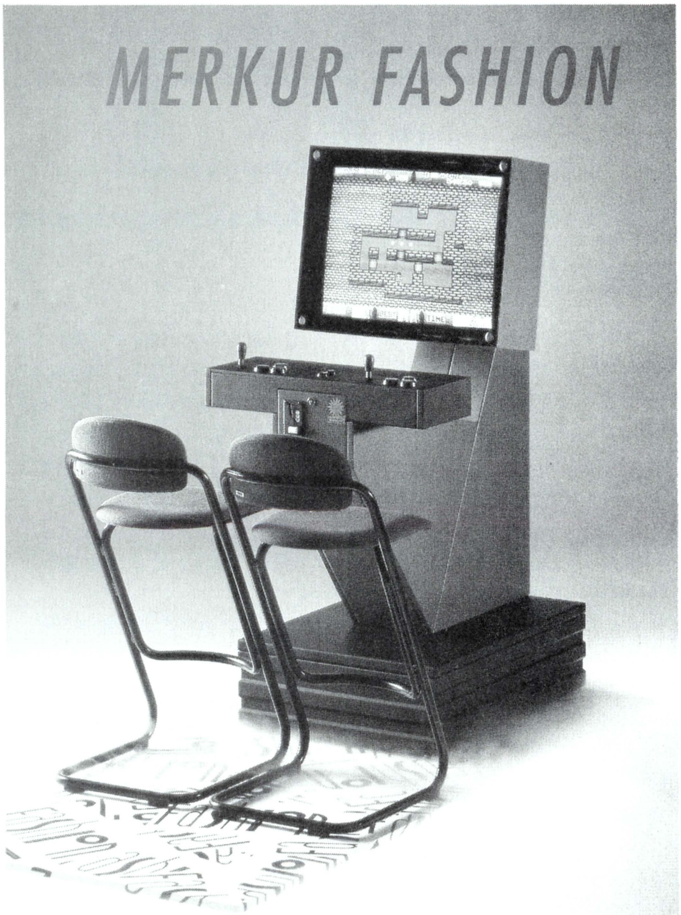
For more information, or distributor referral, write Midway Mfg. Co., 3401 N. California Ave., Chicago, IL 60618; (312) 267-2240; FAX (312) 267-8435.

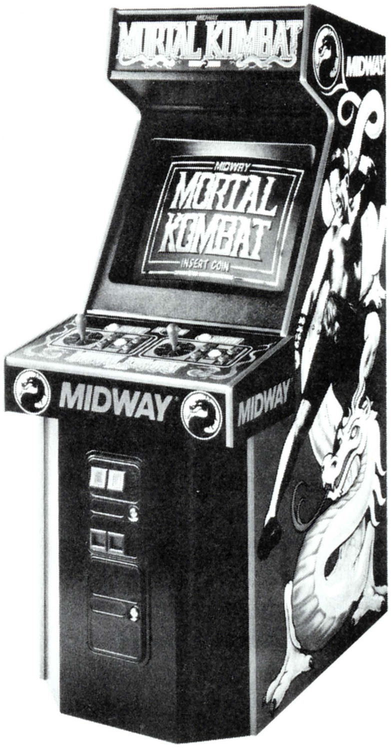
Fashion Vision

Betstar introduces a bold new silhouette in video game cabinets with *Fashion Vision*, a unit that offers two-player controls and a unique 28'' high-resolution monitor.

Notable features include customized colors, easy to exchange PCBs, accessible electronics, and a monitor that can be turned from a vertical to horizontal position — all in a durable metal cabinet.

For more information, or distributor referral, write Betstar Ltd., 303 Paterson Plank Road, Carlstadt, NJ 07072; (201) 438-1300; FAX (201) 438-4837.





Mortal Kombat

Only the best can survive the martial arts tournament in the storyline of *Mortal Kombat*, Midway Mfg.'s newest dedicated video game.

Seven of the finest combatants are gathered to do battle on the island fortress of the infamous warlord Shang Tsung. The leader is Johnny Cage, a martial arts master, accompanied by these other able warriors: Liu Kang, a one-time member of the secret White Lotus Society; Kano, a mercenary and member of the ruthless Black Dragon; Sub-Zero, believed to belong to a legendary clan of Chinese ninjas; Scorpion, a ninja from a rival clan; Sonya Blade, a member of a top U.S. special forces unit; and Raiden, known as "The Thunder God."

Players use an eight-way microswitch joystick and five button controls for kicks, punches, blocks, combination moves, and death-defying secret moves. In the two-player mode the game provides a king-of-the-hill,best two-out-of-three match to determine winners.

Single players can pit themselves against all six other adversaries before advancing to a special mirror match against their own characters. Victory here means a battle against the four-armed mutant Goro (a 2,000-year-old half human/half dragon), and then the final challenge before Shang Tsung.

For more information, or distributor referral, write Midway Mfg. Co., 3401 N. California Ave., Chicago, IL 60618; (312) 267-2240; FAX (312) 267-8435.

Life-size stand-up figures

Advanced Graphics now offers life-size stand-up figures of original Star Trek television and movie characters such as Captain Kirk, Dr. Mc Coy, and Mr. Spock, as well as a hanging unit (or horizontal floor unit) of the starship Enterprise from the TV series "Star Trek: The Next Generation."

In addition, there are life-size stand-ups of a number of other famous people that could be used to help draw attention to a location, or be used as part of a special promotion. Choose from such diverse personalities as Archie and Jughead of comic strip fame, James Dean, Madonna, Janet Jackson, Elvira, and Betty Boop.

Sports figures are also available, including Clyde Drexler of the Portland Trailblazers, Will Clark of the San Francisco Giants, Randall Cunningham of the Philadelphia Eagles, and Art Monk of the Washington Redskins.

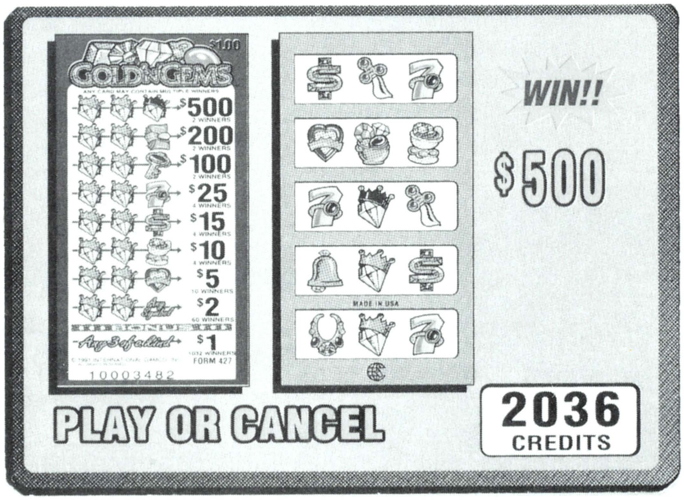
For more information, write Advanced Graphics, 982 Howe Road, Martinez, CA 94553; (510) 370-9200; FAX (510) 370-9623.

Oasis Network

Infinational introduces the *Oasis Network*, a high-tech video pull-tab system with multiple dispensers. It allows patrons to play from the same deal at the same time as they draw from a finite number of tickets in the Master Deal Distributor.

This is a new concept in video gaming machines. It offers total security with an electronic game center, a built-in auditor and cashier, and internal validation.

Players can choose from a variety of pull-tabs, up to a dozen games at one time. They may compete against other players to increase their chances of winning. *Oasis Network* is considered Class II gaming.



Of special note: unique audio simulates the opening of pull-tabs, winning bells indicate winners, and the games are easy to understand for the novice and experienced player alike.

For more information, contact Infinational Technologies Inc., 9335 N. 48th St., Omaha, NE 68152; (800) 257-6644 or (402) 572-0135; FAX (402) 571-7941.

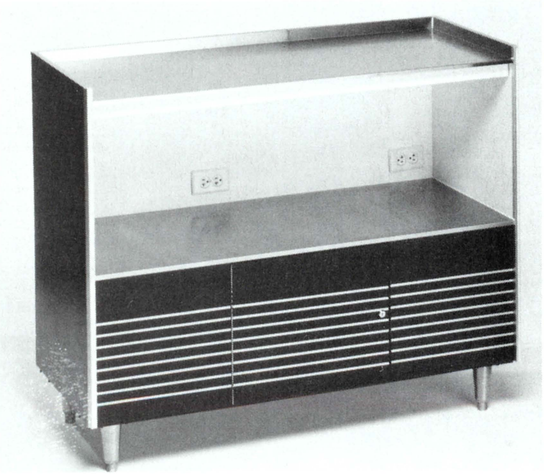
Condiment Counter

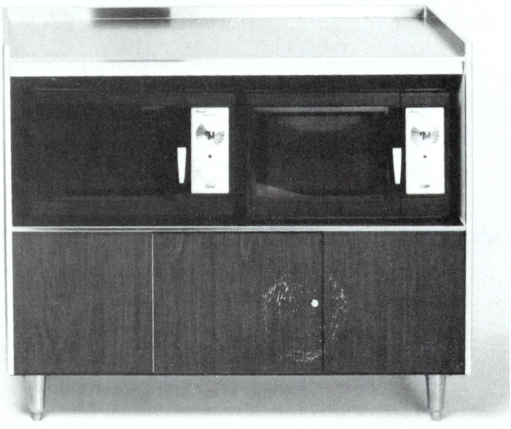
Vendors Exchange announces the development of the Metalmaster Jr. Condiment Counter that holds two full-size microwave ovens, affords locked storage space underneath, and has a stainless steel workshelf with a backsplash.

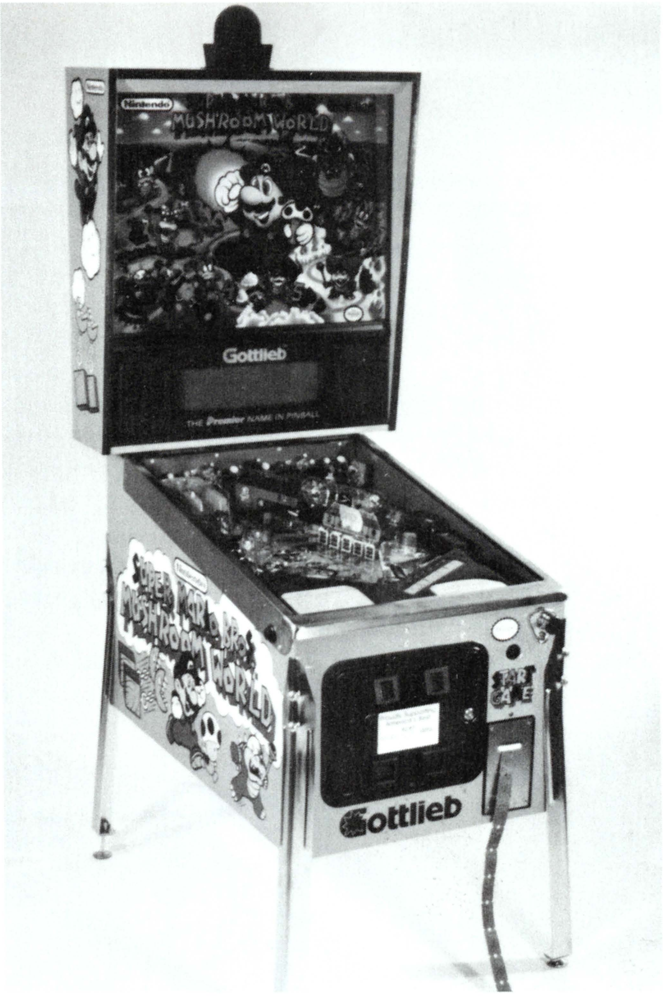
This counter provides added convenience in a vending area, accommodating employees or customers with a microwave oven and a spot to place purchased items while preparing for lunch or a snack.

The counters feature all-metal construction, 6" legs, and two 20-amp electrical outlets with 8' service cords. Dimensions are 49" wide x 23-1/2" deep x 41-1/2" high. Units are available in several styles and can serve as a coffee station as well as a food service station.

For more information, write Vendors Exchange Inc., 4020 Payne Ave., Cleveland, OH 44103; (800) 321-2311 or (216) 432-1800; FAX (216) 432-2786.







Super Mario Bros. Mushroom World

Premier Technology brings the lovable character of Mario to the world of redemption with *Super Mario Bros. Mushroom World*, a marriage of pinball and redemption.

Mario passes through the Mushroom Kingdom and enters the Mushroom World through a pipe, then must save that world by shooting the lit drop target blocks. Seven more worlds await before entering the eighth, Darkland. To maximize ticket awards, Mario must shoot the lit drop targets before Chain-Chomp eats them. Look for multi-ball, a magic whistle, and a mushroom ramp.

Among the features are adjustable leg heights on the cabinet, interactive video modes for better players, and non-interactive video modes for young players. The game is shipped from the factory ready for a ticket dispenser or a card dispenser. The compact cabinet design is intended for wise use of floor space.

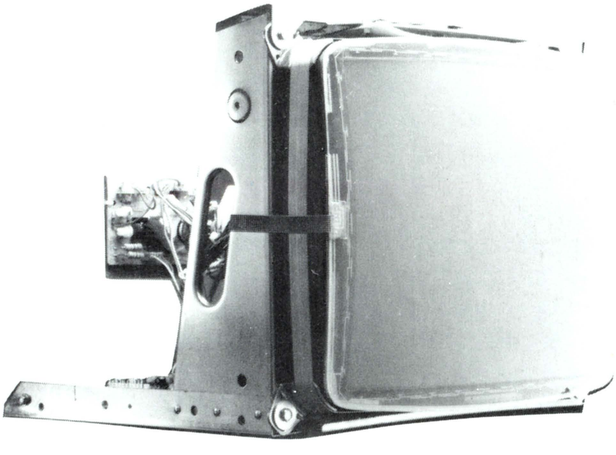
For more information, or distributor referral, write Premier Technology, 759 Industrial Drive, Bensenville, IL 60106; (708) 350-0400; FAX (708) 350-1097.

Color monitors

Wells-Gardner has added touch-sensor technology to its Prismatic, Spectrum, and VGA Prismatic Series color monitors. CRT sizes are 13" and 19", diagonal measure, with striped trio spacings of 0.63 mm, 0.42 mm, and 0.31 mm on the 13" monitors, 0.78 mm and 0.31 mm on the 19" monitors.

The touch panels are affixed to the monitors using either a double-sided tape or an optical adhesive (UV cure) bonding technique. Users can also select a touch-sensor technology, since Analog Resistive, Capacitive, and Surface Acoustic Wave (SAW) are offered. Open-frame chassis and cabinet formats are available. Polished faceplates are standard; other faceplates can be ordered.

For more information, contact John Pircon, Wells-Gardner Electronics Corp., 2701 N. Kildare Ave., Chicago, IL 60639; (312) 252-8220; FAX (312) 252-8072.

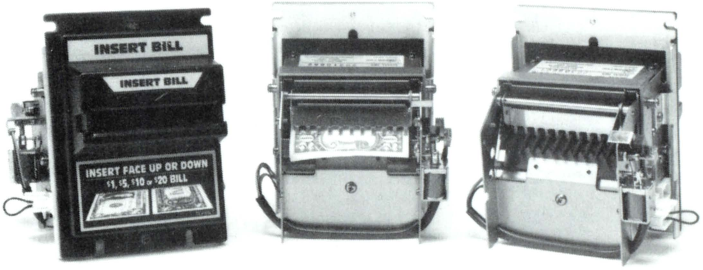


Bill acceptor

The DBV 35 PB stackerless bill acceptor from Tekbilt International Industries provides users with ultra-high security and high performance. It accepts $1, $5, $10, and $20 bills four ways, face up and face down ($1-$100 also available). Acceptance is over 95 percent with street money.

State-of-the-art security is made possible both electronically and mechanically. A complete installation kit is included with each acceptor and, as always, Tekbilt offers 24-hour service turnaround.

For more information, contact Tekbilt International Industries, Huntingdon Valley Industrial Center, 3983 Mann Road, Huntingdon Valley, PA 19006; (215) 322-3232 or (800) 666-7776; FAX (215) 322-3238



Phone accessory

G-Tel Enterprises introduces a pushbutton handset amplifier to its line of desk-top, coin-op telephones. It comes in response to customer requests for volume control on the handset to overcome crowd and other ambient noises. G-Tel also acted recently on another request, a multicoin coin mechanism.

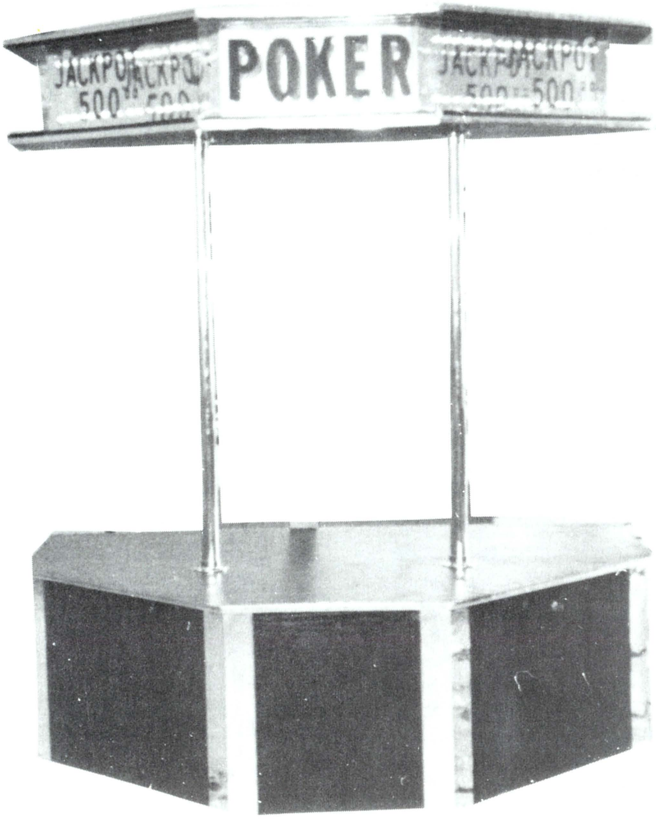
For more information, contact Walter Goff, G-Tel Enterprises, 17423 Shatnerwood Drive, Houston, TX 77095; (713) 756-3723; FAX (713) 550-1028.

VLT carousel

Nu-Tech Products offers a custom line of carousels, canopies, and pedestals for video poker machines. The company will custom design the carousels to fit a location's needs. There's a choice of brass or chrome trimming and assorted colors for the formica. The carousel sells for $995 and up, the canopy $395 and up, and the pedestal $79 and up.

If furnished with the specs, Nu-Tech can also custom-build stands for other machines and cabinets for operator's video needs.

For more information, contact Nu-Tech Industries, 2929 Lafitte St., New Orleans, LA 70119; (504) 488-7725.



VLT printer

Ithaca Peripherals' Model 70 video lottery terminal (VLT) printer is so exceptionally compact that it easily fits inside the console (custom configurations available). The total package includes paper cutter, power supply, and rewind and bar code printer as standard equipment.

Other standard features include print speeds up to six lines per second, with fast logic seek; vertical or horizontal mounting base and drive electronics; snap-on, long-life ribbon cassette; self-test mechanism; and a low-paper switch. The printer is backed by a full one-year warranty that includes parts and labor.

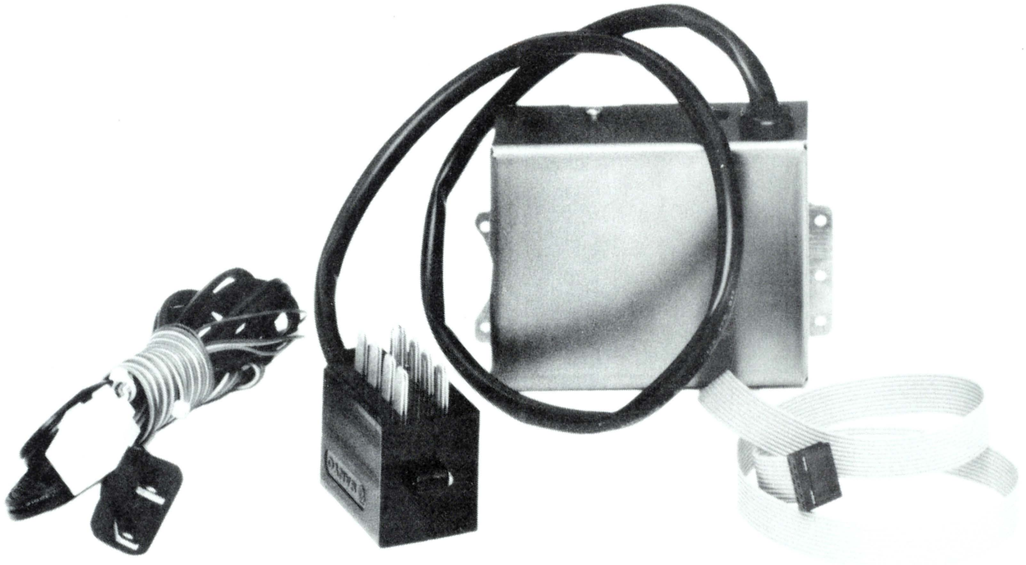
For more information, contact Ithaca Peripherals Inc., 767 Warren Road, Ithaca, NY 14850; (607) 257-8901; FAX (607) 257-8922.

Currency validator

Scribe International, a division of Singer Data Products, introduces a high-security currency validation system that's available as a stand alone validator or with an optional downstacker (capacity of 400 bills). The unit is capable of accepting bill denominations of $1 through $100, with the ability to inhibit any denomination at the user's option.

Operating from either 24 VAC or 12 VDC, it's available in pulse, isolated relay contact, or RS232 versions. The validator features a unique "dual belt" transport system with solenoid to eliminate costly jams, single-bill escrow, and ease of serviceability and maintenance.

For more information, contact Singer Data Products, 790 Maple Lane, Bensenville, IL 60106; (708) 860-6500; FAX (708) 860-3672.



Vending validators

Coin Bill Validator introduces the M-125-1 and M-125-3 vending validators with a choice of interface connections. Since the application of the machine determines which power supply is best suited to each machine, the company offers the units with the choice of the standard CBV connection or with a Jones Plug, at no extra charge.

Available with both foreign and domestic currency capabilities, these units feature a door-mount configuration for soft drink and vending machines, a remoteable power supply, a 300-bill stacker (with optional 600-bill stacker), self-diagnostics and adjustments, and optional RS232 serial communication. The M-125-1 accepts $1 bills exclusively, while the M-125-3 takes $1, $2, and/or $5 bills. Both come with a full one-year warranty.

For more information, contact Tom Mills, Coin Bill Validator Inc., 367B Bay Shore Road, Deer Park, NY 11729; (516) 242-0100; FAX (516) 242-9248. ☐

Pool cues

McDermott has released four new Harley Davidson cue models with elaborate artwork by Blaine Heilman, continuing the company's partnership with America's top motorcycle manufacturer. The vividly colored cues sell for $250 retail.

In addition to the new Harley cues, McDermott introduces the "Masterpiece Series" cues. After two years of research, design, and testing, McDermott has come up with a cue that makes advances in the weight system, inlay work, and stainless steel joint design. Each of the 18 Masterpiece cue models come standard with special joint protectors, two shafts, and a custom "Super Mac" tube case with the Masterpiece logo laser-engraved on the solid-wood end cap. These cues retail for $2,000.

For more information, contact McDermott Cue Mfg. Inc., W. 146 N. 9560 Held Drive, Menomonee Falls, WI 53051; (800) 666-2283 or (414) 251-4090; FAX (414) 251-9290.

AMOA Jukebox Top 30

FOR MONTH ENDING AUGUST 1992

COMPILED FOR THE AMUSEMENT & MUSIC OPERATORS ASSOCIATION'S JUKEBOX PROMOTION COMMITTEE

THIS CHART	LAST CHART	TITLE SONGWRITER(S)	ARTIST LABEL/DISTRIBUTING LABEL
		★ ★ No. 1 ★ ★	
1	1	**ACHY BREAKY HEART** D. VON TRESS (BMI)	BILLY RAY CYRUS MERCURY 866522-7
2	2	**FRIENDS IN LOW PLACES** D. BLACKWELL, E.B. LEE (BMI/ASCAP)	GARTH BROOKS CAPITOL 44647
3	3	**SHAMELESS** B. JOEL (BMI)	GARTH BROOKS CAPITOL 44800
4	5	**WHAT SHE'S DOING NOW** P. ALGER, G. BROOKS (ASCAP)	GARTH BROOKS LIBERTY 57733
5	4	**BOHEMIAN RHAPSODY** F. MERCURY (ASCAP/PRS)	QUEEN HOLLYWOOD 7-64794
6	6	**JUMP** J. MAULDIN (ASCAP)	KRIS KROSS COLUMBIA 38-74197
7	7	**RODEO** L. BASTAIN (BMI)	GARTH BROOKS CAPITOL44771
8	10	**THE THUNDER ROLLS** P. ALGER, G. BROOKS (ASCAP)	GARTH BROOKS CAPITOL 44727
9	8	**TWO OF A KIND** B. BOYD, W. D. HAYNES, D. ROBBINS (ASCAP)	GARTH BROOKS CAPITOL 44701
10	12	**UNDER THE BRIDGE** A. KIEDIS, M. BALZARY (BMI)	RED HOT CHILI PEPPERS WARNER 7-18978
11	9	**I CAN'T DANCE** T. BANKS, P. COLLINS, M. RUTHERFORD (ASCAP)	GENESIS ATLANTIC 7-87532
12	22	**STRAIGHT TEQUILA NIGHT** K. ROBBINS, D. HUPP (ASCAP)	JOHN ANDERSON BNA 62140
13	11	**EVERYTHING ABOUT YOU** K. B. EICHSTADT, W. W. CRANE IV (ASCAP)	UGLY KID JOE MERCURY 866632-7
14	13	**LET'S GET ROCKED** P. COLLEN, J. ELLIOT, R. LANGE, R. SAVAGE (ASCAP)	DEF LEPPARD MERCURY 866568-7
15	15	**PAPA LOVED MAMA** K. WILLIAMS, G. BROOKS (ASCAP)	GARTH BROOKS LIBERTY 57734
16	14	**OLD TIME ROCK & ROLL** T. E. JONES, G. H. JACKSON (BMI)	BOB SEGER CAPITOL 57797
17	—	**I'LL BE THERE** H. DAVIS, B. GORDY, W. HUTCH B. WEST (ASCAP/BMI)	MARIAH CAREY COLUMBIA 38-74330
18	17	**NEON MOON** R. DUNN (BMI)	BROOKS & DUNN ARISTA 12388
19	—	**BABY GOT BACK** SIR MIX-A-LOT (BMI)	SIR MIX-A-LOT DEF AMERICA 7-18947
20	19	**CRAZY** WILLIE NELSON (BMI)	PATSY CLINE MCA 53525
21	21	**STROKIN** C. CARTER (BMI)	CLARENCE CARTER ICHIBAN 108
22	—	**BOOT SCOOTIN BOOGIE** R. DUNN (BMI)	BROOKS & DUNN ARISTA 12440-7
23	—	**HOTEL CALIFORNIA** D. FELDER, D. HENLEY, G. FREY (ASCAP)	EAGLES COLL 45085
24	18	**UNCHAINED MELODY** ZARET (ASCAP)	RIGHTEOUS BROTHERS COLL 4214
25	—	**MY NEXT BROKEN HEART** D. COOK, R. DUNN, K. BROOKS (ASCAP/BMI)	BROOKS & DUNN ARISTA 12337
26	27	**WITHOUT YOU WHAT DO I DO WITH ME** R. PORTER, L.D. LEWIS, D. CHAMBERLAIN (ASCAP)	TANYA TUCKER CAPITOL 44774
27	—	**FISHING IN THE DARK** W. WALDMAN, J. PHOTOGLO (ASCAP/BMI)	NITTY GRITTY DIRT BAND WARNER 7-28311
28	25	**SOME KIND OF TROUBLE** M. REID, B. MAHER, D. POTTER (ASCAP/BMI)	TANYA TUCKER LIBERTY 57703
29	23	**THE REAL LOVE** BOB SEGER (ASCAP)	BOB SEGER CAPITOL 44761
30	—	**DAMN, I WISH I WAS YOUR LOVER** S.B. HAWKINS (ASCAP)	SOPHIE B. HAWKINS COLUMBIA 38-74164

NATIONAL SAMPLING BY RECORD SOURCE INTERNATIONAL (RSI) BASED ON BOTH 45 RPM AND CD POPULARITY.

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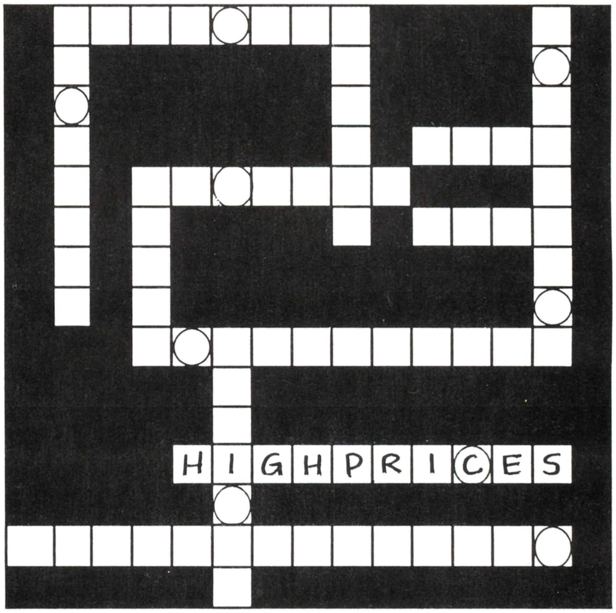

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Complete the crossword puzzle using the AMOA Expo words at the left (one word is filled in as a clue). Then take the circled letters and answer the riddle below. Look for the answer in the Classified section.

What "state" are you in after the AMOA Expo?

_ _ _ _ _ _ _ _ _ _ _

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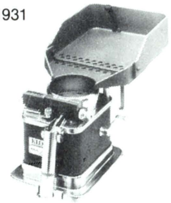

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December 5
Houston, TX

1993

January 9
Detroit, Mich.

January 16
San Jose, CA

January 23
Houston, TX

February 6
Milwaukee, Wis.

February 13
Phoenix, AZ

February 20
Detroit, Mich.

March 20
Anahiem, CA

March 27
Detroit, Mich.

April 3
Houston, TX

April 24
Detroit, Mich.

May 8
Phoenix, AZ

May 22
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FUTURE AUCTIONS

December 5
Indianapolis, IN

December 12
Columbus, OH

1993

January 9
Louisville, KY

January 30
Indianapolis, IN

February 20
Tampa, FL

March 6
Louisville, KY

March 27
Columbus, OH

March 28
Collectors Auction
Columbus, OH

April 3
Philadelphia, PA

April 17
Indianapolis, IN

April 24
Orlando, FL

May 1
Dallas, TX

May 15
Columbus, OH

June 5
Indianapolis, IN

June 12
Louisville, KY

October 17

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November 14

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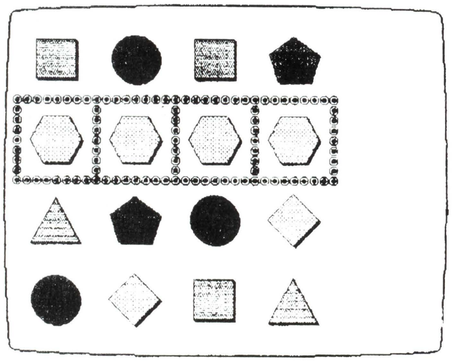

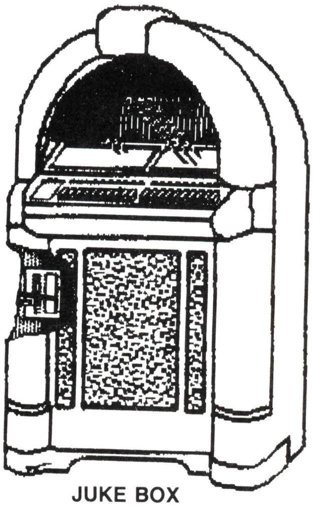

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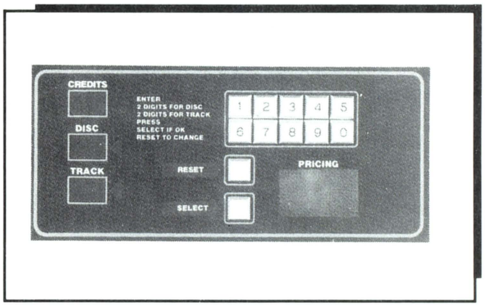

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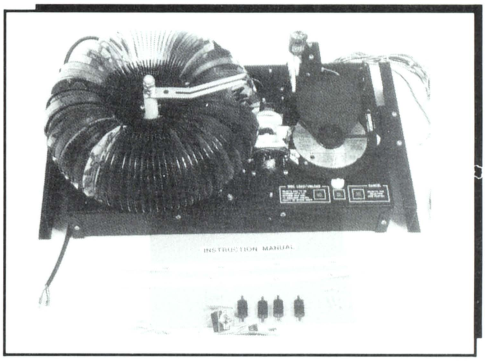

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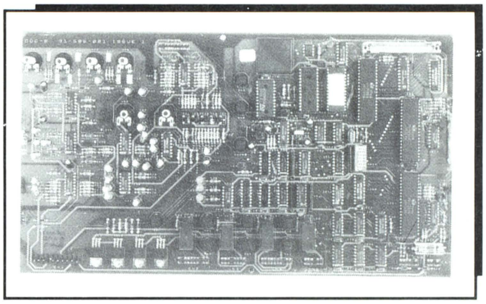

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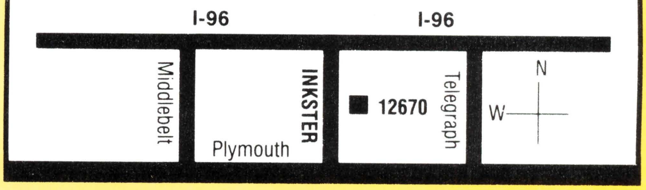

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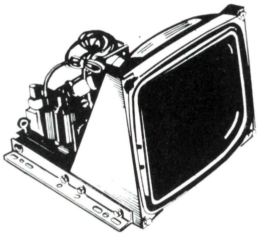

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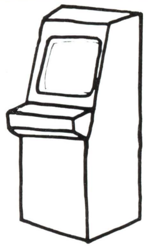

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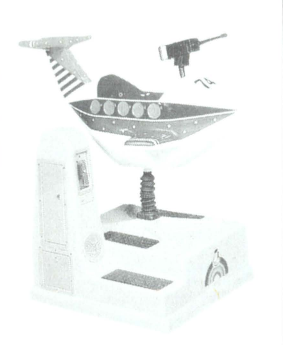
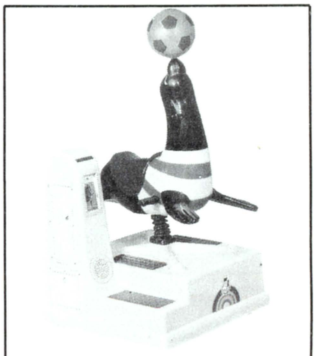


P-102 JUMBO



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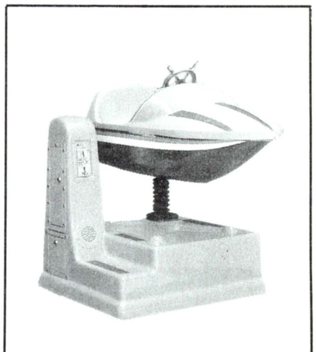

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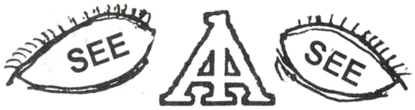

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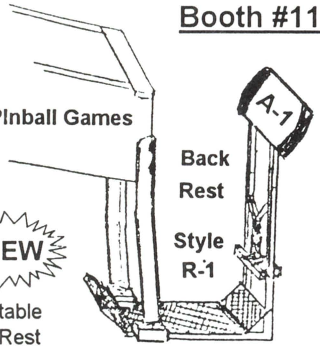

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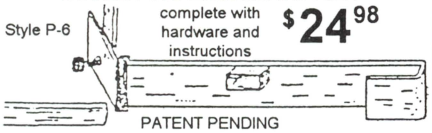

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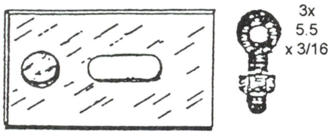

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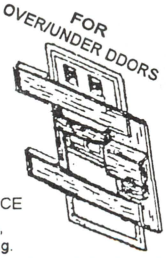

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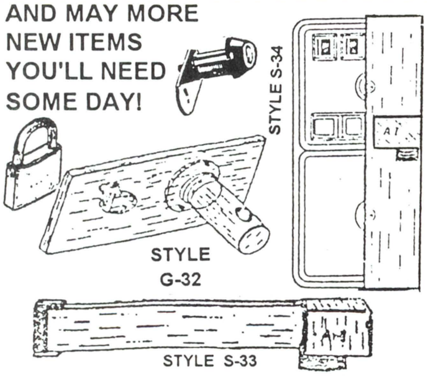

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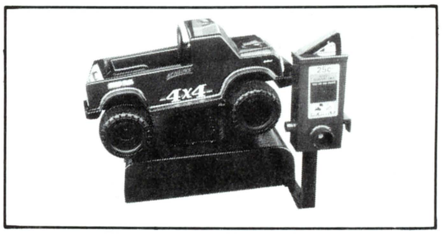

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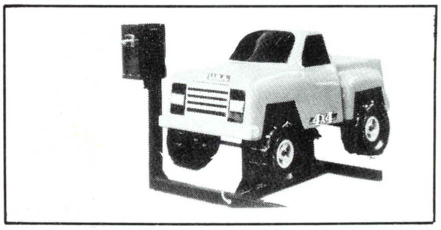

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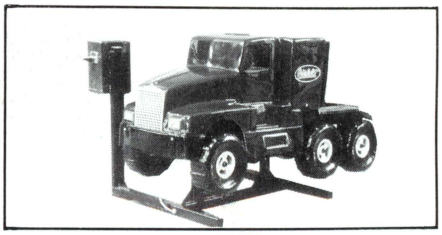

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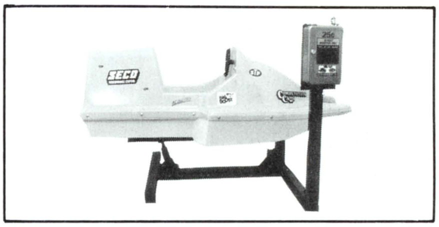

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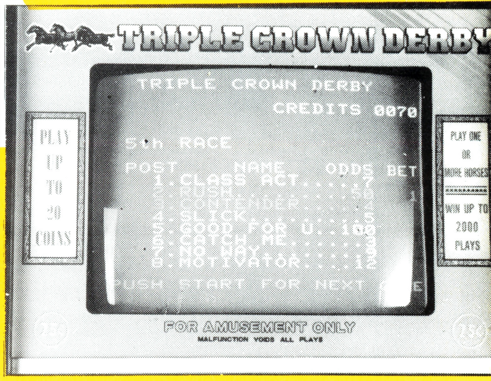
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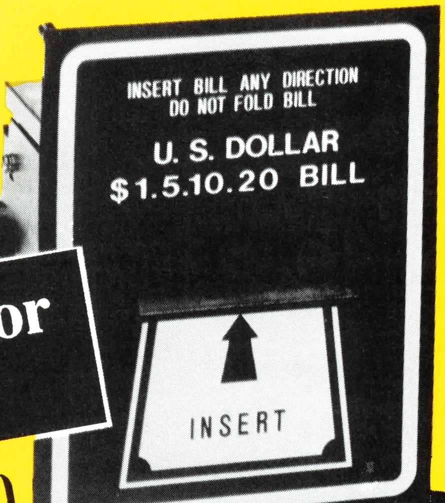
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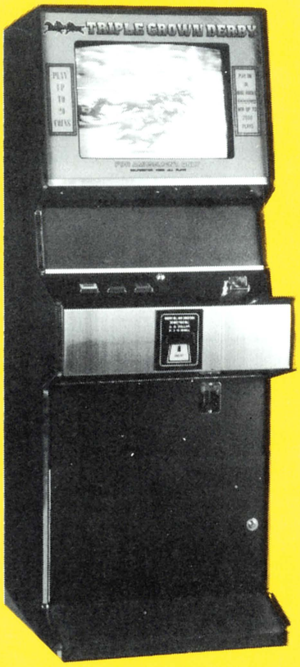
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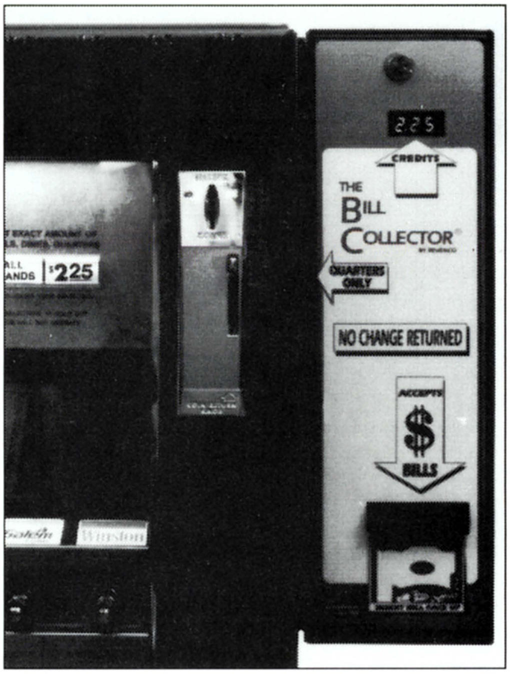
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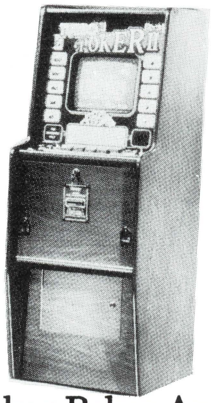

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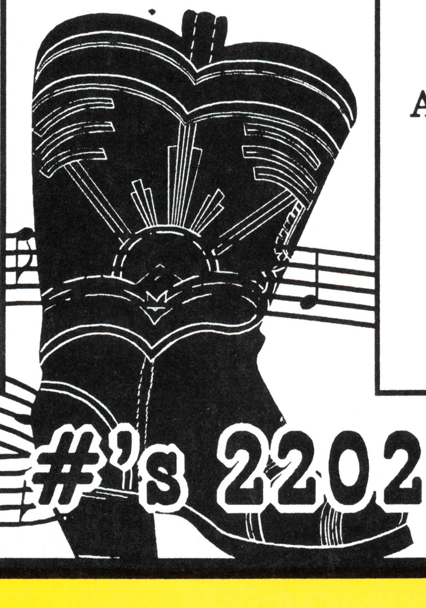

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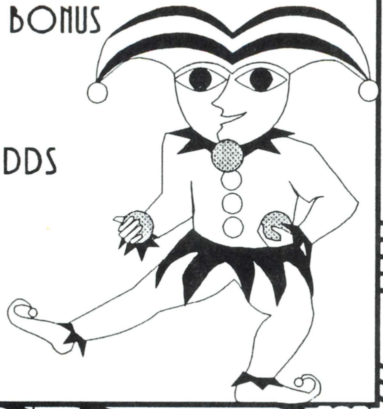

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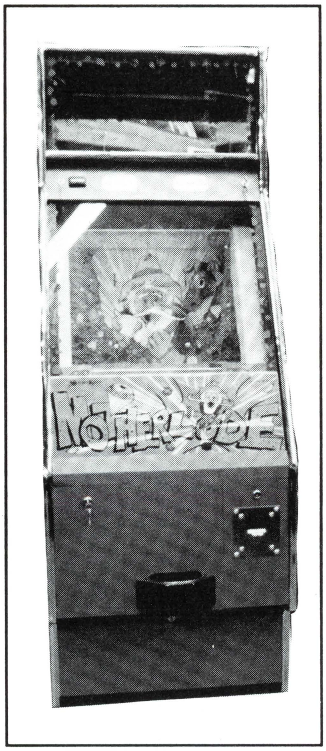

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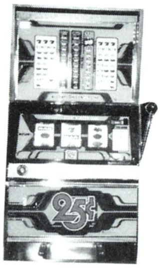

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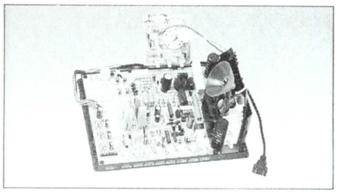

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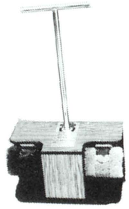

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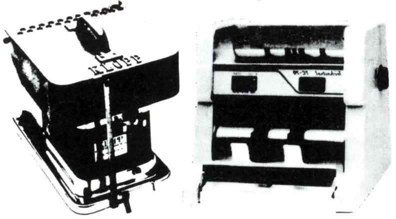

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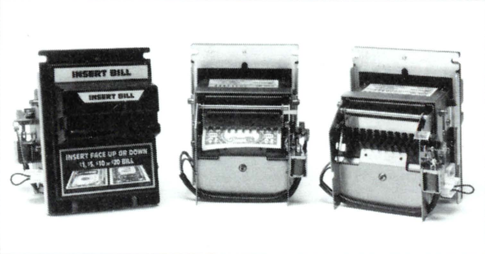

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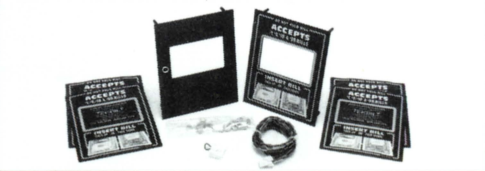

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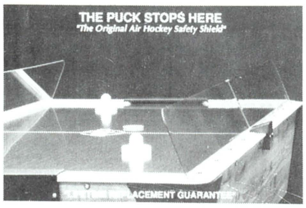
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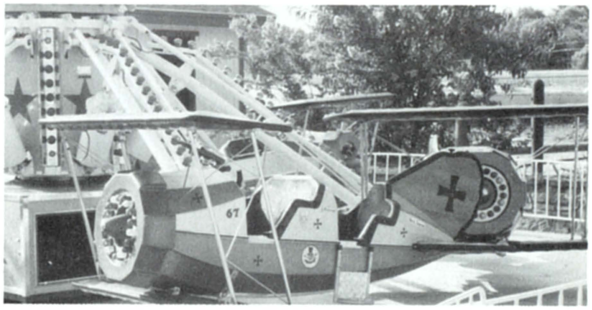

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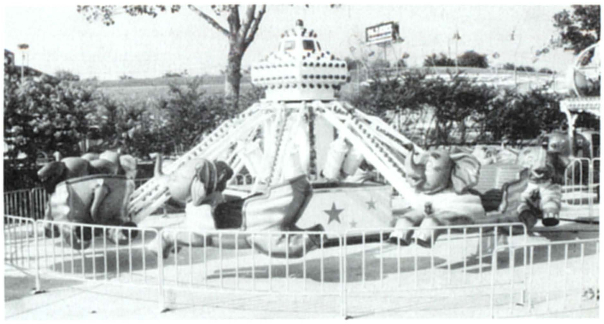

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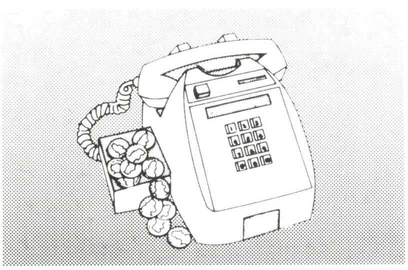

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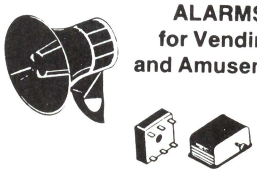

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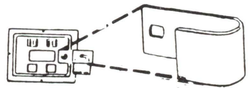

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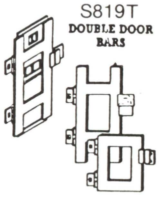

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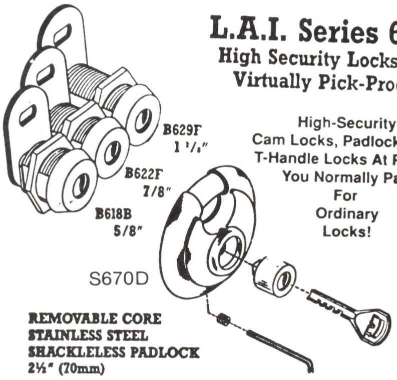

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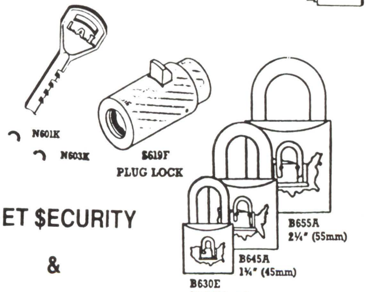

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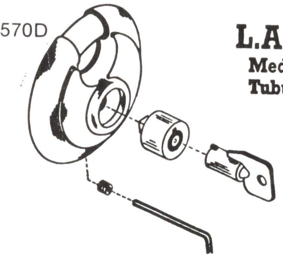

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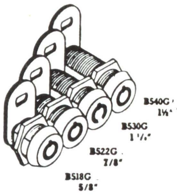

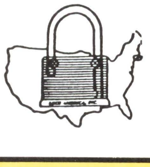

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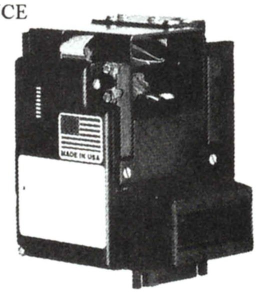

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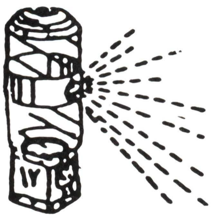

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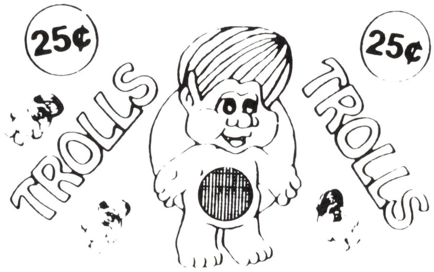

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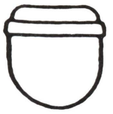

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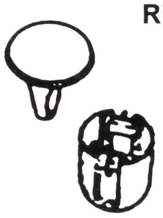

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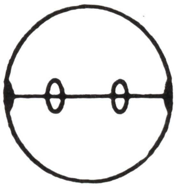

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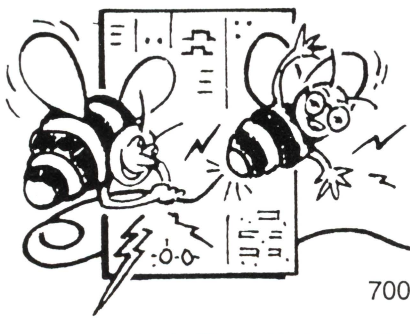

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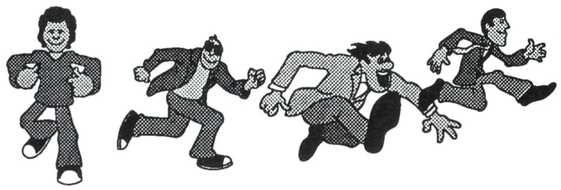

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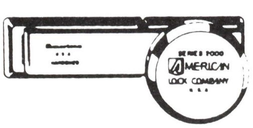

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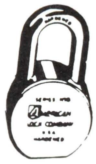

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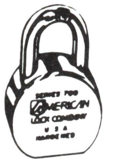

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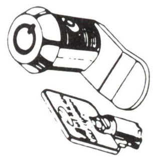

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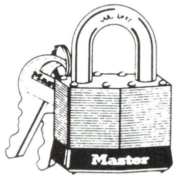

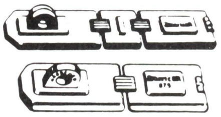

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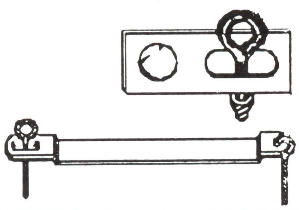

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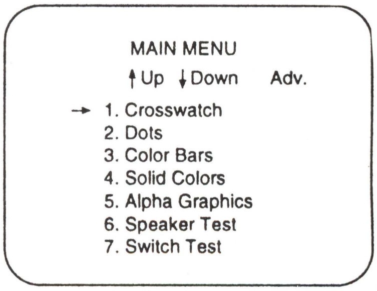

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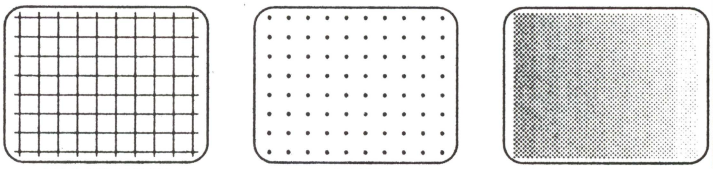

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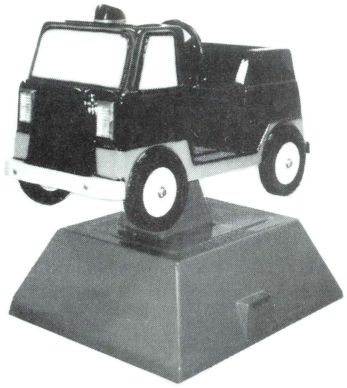

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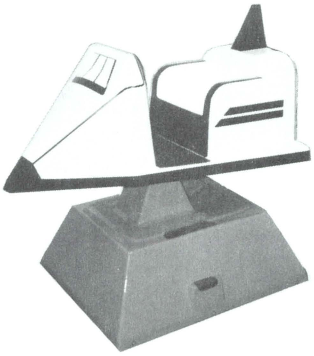

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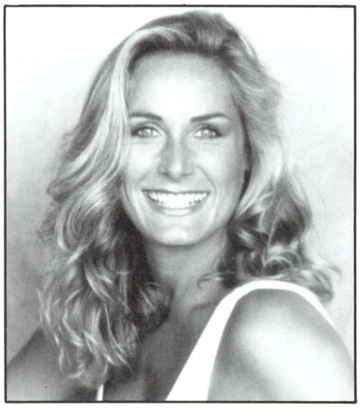

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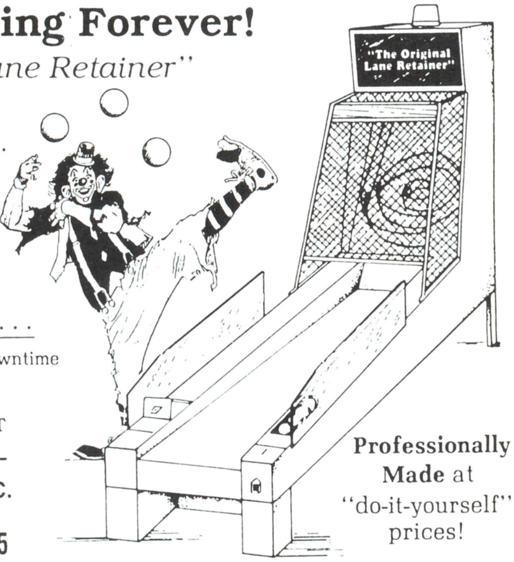

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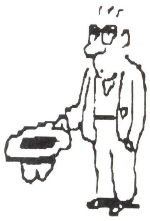

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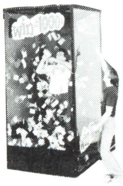

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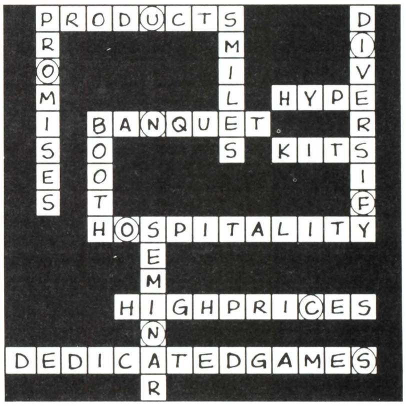

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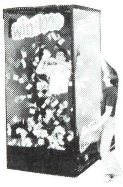

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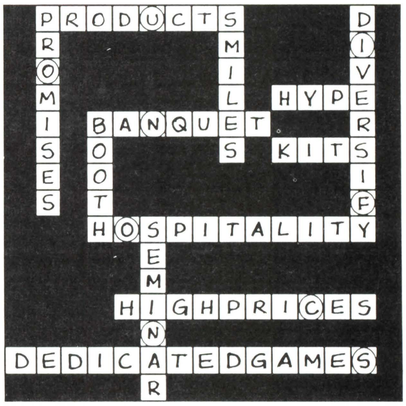

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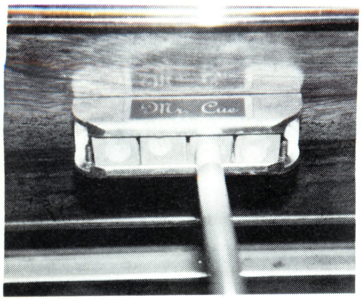

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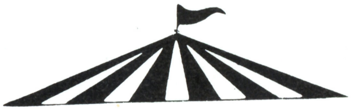

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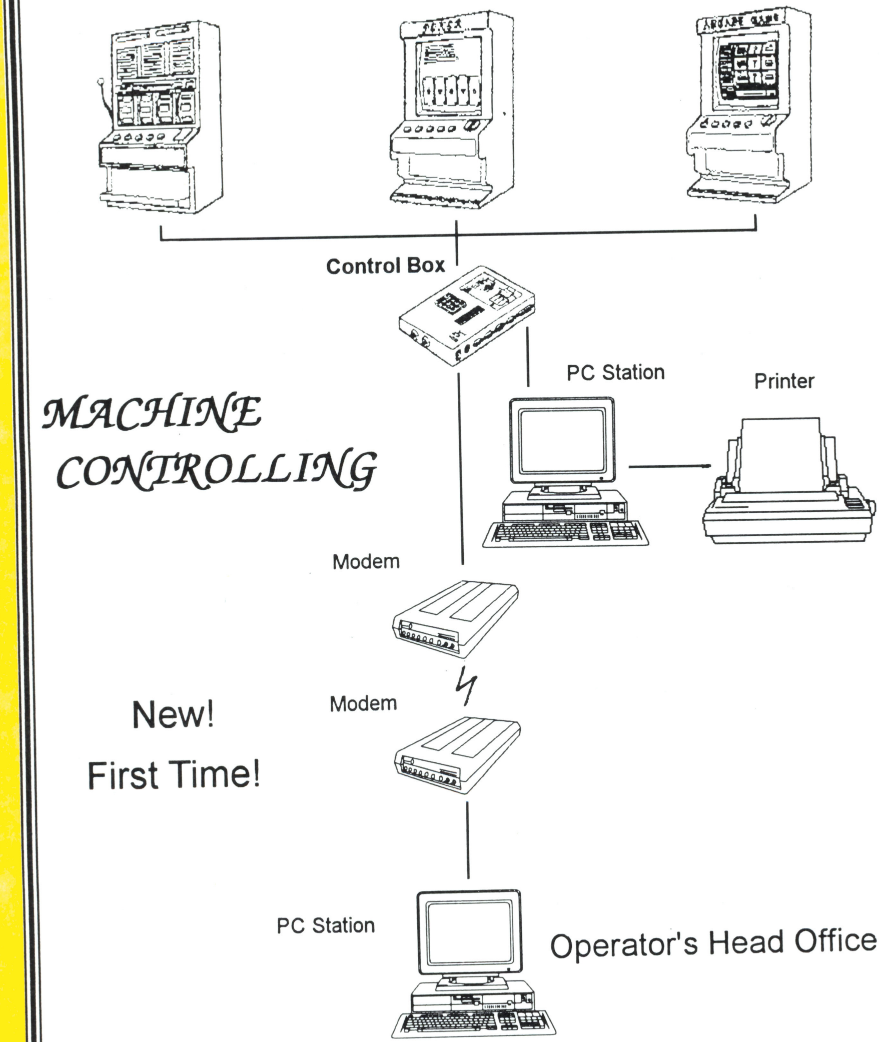

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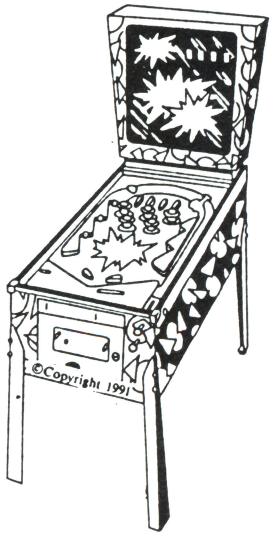

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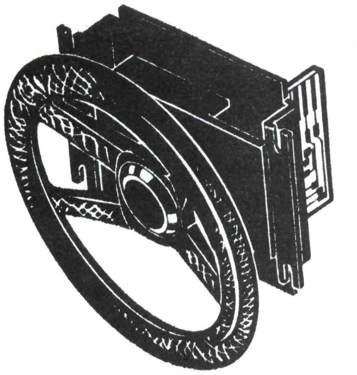

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ENADA '92, Italian Amusement Trade Show, Rome, Italy. Contact SAPAR-AGIS (011) 39-6-440-3686.

October 21-23
FER '92 International, Spanish Amusement Trade Show, Barcelona, Spain. Write FER '92, Avda Diagonal, 474, 08006 Barcelona, Spain. Tel. (93) 416-14-66; FAX (93) 415-00-95.

October 22-24
The 34th Annual Convention and Trade Show of the Amusement and Music Operators of Virginia (AMOV), Ramada Oceanside Tower, Virginia Beach, Va. Contact Charles Rowland (804) 262-9283.

November 5-7
National Automatic Merchandising Association Trade Show and Education Sessions for Vending/Foodservice Management, Washington Convention Center, Washington, D.C. Contact NAMA (312) 346-0370.

November 9-11
The Riverboat Gaming Congress & Expo, Fairmont Hotel, New Orleans. For exhibit information contact Leigh Rhein (800) 225-9638 or (212) 594-4120; FAX (212) 714-0514.

November 9-15
Dynamo North American Shuffleboard Championships, Sands Regency Hotel & Casino, Reno, Nev. Contact The Shuffleboard Federation (313) 380-9300.

November 12-15
Pinball Expo '92, Ramada Hotel/O'Hare Rosemont, Ill. Contact Rob Berk (216) 369-1192 or (800) 323-3547.

November 18-21
International Association of Amusement Parks and Attractions (IAAPA) 74th Annual Convention, Dallas Convention Center, Dallas. Contact Joe Ruble (703) 836-4800.

1993

March 9-10
AmusExpo '93, the Irish Amusement Trade Exhibition, Green Isle Hotel, Naas Road, Clondalkin, Dublin 22. Contact MD Associates, Enterprise Centre, Melitta Road, Kildare, Ireland, Phone + 353-45-21190; FAX + 359-45-21438.

March 11-13
American Coin Machine Expo (ACME), co-sponsored by Play Meter and AAMA, Las Vegas Hilton Hotel and Sands Convention Center, Las Vegas, Nev. Contact W. T. Glasgow Inc. (708) 333-9292.

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THE LAST WORD

A few things to ponder

The general rule I've given myself regarding this column is to focus in on one subject. In the interest of cohesiveness and clarity, if the month's topic is video lottery, for example, I stick to video lottery. I don't drift off into licensed themes for pinballs or the need for a dollar coin.

But seeing as its my column, I can do what I want. Therefore, forsaking the concept of general rules, cohesiveness, and clarity, I'd like to touch upon various issues that have arisen lately, or ones that have been lying in the deepest recesses of my brain, only to be dislodged by the fear of Hurricane Andrew hurtling me through the streets of New Orleans.

- In August, I wrote the first of a two-part story on biz-ops. Some of you may have thought, "Why write about biz-ops? That doesn't really concern our industry or affect our day-to-day business." Well, the answer is that when unscrupulous biz-ops rip-off unsuspecting customers, those customers are apt to lump these biz-ops in with legitimate coin-op companies. In the constant battle for positive PR, we certainly don't need that.

Anyway, in the August story, I talked to the president of the U.S.A. Lottery biz-op, Joseph Pruneau. Even though I heard he was the ultimate sleazeball, it was felt that he at least should be given the chance to respond to allegations of fleecing customers. But now that I've received a copy of his arrest record from the Florida Department of Law Enforcement, I see—and you will too—that this is no innocent angel.

Pruneau, who also uses the aliases Prunequ and Pauneau, has been arrested 10 times, beginning in 1966 at the age of 18. The charges have included petty larceny, grand larceny, fraud, burglary, vehicle theft, flight/escape, malicious damage to property, and possession of an illegal gambling device. Would you buy games from this man? Unfortunately, many unwitting people have. Not the kind of person you'd like to be confused with, eh?

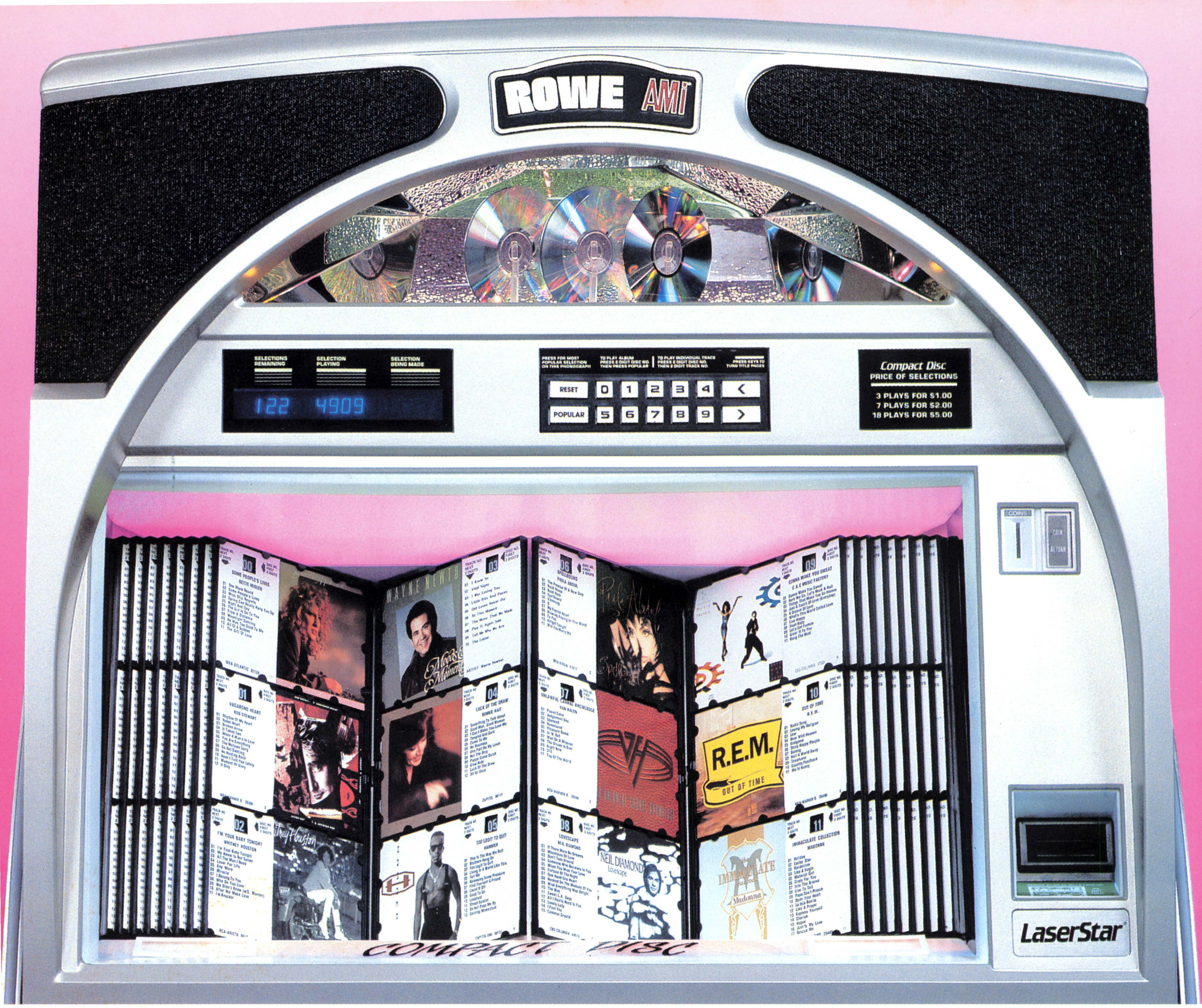
- Though there's been a recent warming in the AMOA/AAMA cold war, things could get frosty again before long. The reason? A certain U.S. subsidiary of a Japanese video game manufacturer is not content with its proscribed role. It wants to operate the games as well, like the parent and other Japanese companies do in Japan. This may be kosher over there, but it's got some noses bent out of joint in America—and some of those noses belong to AMOA high-ups, who we hear are keeping quiet but secretly burning. They want AAMA to step in and do something about it, or at least show that it recognizes the possible conflict. Another parallel/dedicated situation brewing? Stay tuned.

- A request on behalf of my colleagues here at Play Meter—and the other trade press, for that matter: when one of us calls you, Mr. Manufacturer, Distributor, Operator, State Association Head, etc., for a comment: PLEASE CALL BACK! Excuse me, I lost my head momentarily. Really, though, if we've gone to the trouble of seeking you out for inclusion in a feature story or news piece, is a timely response asking too much? If you have no comment, just say so; we'll move on to someone who does. Don't leave us in the lurch, waiting for a promised return call that never comes. It's no fun scrambling for quotes while an irate production person yells, "You're past your deadline!" There, I feel better now.

- Finally, speaking from the perspective of a dispassionate observer with no vested interest in the outcome, I hope the reborn Seeburg International makes it back. Like a sports champion who's hit bottom and is attempting a valiant return, Seeburg is trying to regain some of the luster it enjoyed before falling on a half-decade of hard times. Other jukebox manufacturers have big, high-powered distributor networks; Seeburg is rebuilding its network brick by brick. Call me a sucker who can't resist an underdog, but I'm pulling for 'em. ☐

Christopher Caire

Christopher Caire
Features Editor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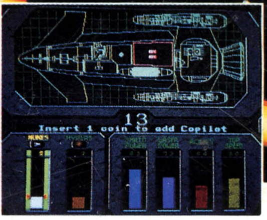
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